Kine WEEKLY

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See page 3

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—Kinematograph Weekly

POSSIBLE BIG STUDIO DEAL
See page 4

Kinematograph WEEKLY

No. 1660 Thursday, February 9, 1939. Vol. 264

"IDEAL KINEMA" WITH THIS ISSUE

QUOTA INQUIRY BY FILMS COUNCIL

"A Matter of Urgency" Says Stanley

AMERICAN FILM SHORTAGE AFFECTS BRITISH STUDIOS

THE CONSIDERATION OF THE FUTURE QUOTA POSITION UNDER THE FILMS ACT BY THE FILMS COMMISSION IS REGARDED BY THE GOVERNMENT AS A MATTER OF URGENCY.

Oliver Stanley, President of the Board of Trade, made this announcement in the Commons on Tuesday when he was answering questions on the alleged failure of the Act to produce British films.

He ignored the suggestion of Harry Day that the only increase occasioned by the Act had been in unemployment, and contended that it provided for the making of *good* films.

Mr. Stanley admitted cognisance of the fact that the fewer American pictures had resulted in a proportionate diminution of quota film requirements. That, he added, was one reason for the falling-off of British production.

TOM SMITH asked the President of the Board of Trade if he was aware that American interests had curtailed production so that instead of 500 films being imported into this country, only about 350 would arrive in future, which meant still less British films unless the quota was increased, and what steps he proposed to take to deal with the matter.

OLIVER STANLEY said he was aware that there had been a decrease in the present renters' quota year in the number of films imported from the U.S., but he had no evidence to show that the production in that country was being curtailed as a permanent policy.

The renters' quota of long films increased from 15-20 as from the beginning of next April, and he had recently asked the Cinematograph Films Council to consider the quota position in subsequent years.

Mr. WILLIAMS then asked if the Rt. Hon. Gentleman was aware of the increased anxiety of those whose living depended on the production of British films, and would he expedite his decision.

Mr. Stanley said he knew that the Films Council were considering this matter as one of urgency.

It would be realised, he added, that one of the reasons for the reduction had been due to the small number of films imported from America because of the great falling-off of films produced in Hollywood.

No Noticeable Benefit

HARRY DAY asked whether the President of the Board of Trade was aware that although the Films Act of 1938 had been in force for nine months, there had been no noticeable benefit to the films and value of British studios output, and in view of this, would he consider the appointment of a department committee to examine the position and prospective cause by this Act for the purpose of investigating and commissioning legislation to amend the present situation.

Mr. STANLEY said that as regards the first part of the question, he had nothing to add to the answer which he gave to Admiral Taylor on December 20 last.

[*On this occasion Mr. Baldwin defended the operation of the Films Act, and contended that the decrease in British product was offset by the quality of the films produced.*—ED.]

The Cinematograph Films Act, he went on, provided the means for adjusting quotas from time to time to meet changing circumstances, and the Cinematograph Films Council now had the matter under consideration.

Films or Good Films

Mr. DAY: "Is the Rt. Hon. Gentleman aware that the only increase of any kind since the passing of the Act has been the increase in unemployment at the studios, and will he do something to obviate that?"

Mr. STANLEY: "The Act does provide for the increase of the Quota."

Mr. DAY: "Does it also provide for the making of films?"

Mr. STANLEY: "It provides for the making of good films."

PLYMOUTH S.O. DEFEAT

After a lengthy battle for Sunday opening, the Trade at Plymouth has been defeated by the City Council, which has decided by 43 votes to 21 that no public vote should be taken.

C.E.A. OPPOSES QUOTA INCREASE

Strong opposition to any efforts made to increase exhibitors' quota by amendment of the Films Act is recommended in the report submitted to the C.E.A. General Council on Wednesday by the Association's General Purposes Committee. The bad effects of any increase in renters' quota upon exhibitors is also outlined.

The paragraph in the report dealing with this matter reads as follows:—

"In the opinion of your Committee, any such proposals are also premature.

"Any attempts to increase quota upon exhibitors will be most strongly opposed by the Association as unwarranted. Any increase in renters' quota will also need very careful consideration lest it interfere with the importation of American films, already seriously lessened in numbers.

"Your Committee is giving further and full attention to this matter, and will be reporting again on the subject in due course."

QUALITY NOT QUANTITY

Joseph Friedman, with Mrs. Friedman, on his return from America, states that Columbia's budget is to be increased by between 2½ and 5 million dollars. Quantity is to be decreased for higher quality

GENERAL COUNCIL REPORT

Firm Stand Against Service Charges

PLEA FOR ENTERTAINMENT TAX RELIEF

On the subject of Western Electric service charges the General Purposes Committee reports appreciatively that some branches have already given effect to its recommendation of last month and that special meetings of Western Electric users have been called.

"Your Committee would strongly emphasise to the delegates that they should go back to their branches, and where these meetings have not been held that they should be summoned within the next week and that a report of the opinions of the Western Electric users should be furnished to Head Office in time for the Committee to meet and consider them a week later.

"Your Committee is also preparing for immediate issue a pamphlet dealing with the whole subject of Western Electric apparatus which will be circulated to every member. In the meantime, your Committee is glad to note that members are awakening to the fact that this is a golden opportunity, that if they continue to manifest the unity which they are beginning to display on this subject their efforts to secure a reduction on Western Electric apparatus to a level which the Association considers reasonable will meet with success."

A Tax Submission

The Committee also states that it is submitting its views on the subject of Entertainments Tax to the Chancellor of the Exchequer and proposes to make the request which it put previously, that, subject to national exigencies, the tax on seats up to 9d. gross should be reduced by ½d.

Trailerette Request

A request that the services of kinemas should be available for the exhibition of a trailer, or a slide, asking the members of a certain defence force to report in case of emergency, received the Committee's unhesitating recommendation that it should be intimated that the Association would be willing to co-operate and will in due course advise the members of the details. This particular request would only operate in an extreme emergency.

A second request has also been made to co-operate in the showing of some half dozen trailerettes of 70 seconds which relate to the Air Force, which for purposes of distribution would be added to the newsreels.

Subject to a seven-day break between any two items, the Committee recommends the co-operation of the General Council in recommending to the members the exhibition of these trailerettes.

REFUGEES' FUND TOPS £30,000

Stage and Screen Day Figures

The Organising Committee of Stage and Screen Day announce that the money raised on Saturday, January 14, by the great united effort of the entertainment industry on behalf of the Lord Baldwin Fund for Refugees already totals £31,193 10s. 8d., every penny of which will go to the fund.

The full returns from the whole country have not yet been received owing to the enormous amount of book-keeping and accountancy involved.

Contributions are still arriving daily from theatres and kinemas who not only volunteered to give 10 per cent. of their takings to Stage and Screen Day, but also organised collections to which the public gave so generously.

BANK'S £1,000,000 LAWSUIT

Film Finance Sequel

Sums totalling over £1,000,000 are said to be involved in lawsuits which will shortly come before Mr. Justice Branson in the Commercial Court.

The first of a series of actions in which the Westminster Bank, Ltd., is suing 15 insurance companies is expected to be heard on April 18.

The issues raised in the actions concern various policies relating to loans to certain British film companies and to disputes following alleged heavy losses on films they produced and marketed.

HALF U.A. INCOME IS FROM ABROAD

Silverstone and Record Foreign Gross in 1938

THAT United Artists had the greatest foreign gross in 1938 in the history of the organisation was revealed by Murray Silverstone on the Coast, according to a "Kine." New York cable. Mr. Silverstone declared that, despite restrictions, half the company's entire revenue came from abroad.

United Artists, owner-members, concluded the annual meeting by adopting the "reward for merit" plan advanced by Murray Silverstone, chairman of the Executive Committee and operating head of the company, which gives all U.A. producers, stockholders and independent producers alike, a reduction in distribution charges as the box-office value of their pictures increases. In other words, the more a picture grosses the lower will be its distribution rate. The plan is retroactive to January 1, 1938.

"This very flexible and equitable new distribution rating system is designed to give encouragement and support to all producers alike," Mr. Silverstone stated. "Merit in film attractions will be the sole basis for increased financial advantages. We not only wish to lend every encouragement to our present producers, but invite others with quality pictures to join the U.A. family."

James Roosevelt was elected to the board of directors as Samuel Goldwyn's representative, succeeding James Mulvey, resigned. The others, all re-elected, were Mary Pickford, Dennis F. O'Brien, representing Douglas Fairbanks, Sen.; Charles Schwartz, representing Charles Chaplin; and Emanuel Silverstone, representing Alexander Korda.

Police on Shocking State of Kinemas

RENEWAL OF TWO CHESTERFIELD LICENCES DEFERRED

APPLICATIONS for the renewal of licences for the Coliseum Cinema, Brampton, and the Oxford Cinema, New Whittington, were deferred by the Chesterfield Licensing Justices following evidence submitted by the Chief Constable after inspecting the premises. A special committee has been set up to inquire into conditions and to report to the adjourned licensing sessions on March 6. Licences for all the other kinemas in Chesterfield were renewed.

Regarding the Coliseum, Brampton, Chief Constable T. Wells said he spent an hour touring the building and found it in a shocking state. The premises, he said, were originally used as a chapel, and the windows had been shuttered and consequently the ventilation was bad. Heating arrangements did not comply with present-day needs, and the gangways were insufficient.

There was only one exit from the winding room, and that was through the projecting room. Mr. Wells said he understood that the proprietors were considering plans to alter the premises, but he submitted that an old chapel could not be converted into a modern kinema. The building was situated in a thickly populated part of the town and was crowded out on most evenings of the week.

In regard to the Oxford Cinema, New Whittington, he said that if anything wrong happened, the operators would have difficulty in getting out. The gangways were not satisfactory.

Lieut.-Col. V. O. Robinson, Ald. Wicks and T. Pearson were appointed as a subcommittee to inspect the two buildings and report their observations at the adjourned sessions.

BAND PERFORMANCE CONVICTION

Interested Bodies Considering Appeal

The KINE understands that an appeal has been lodged by newsreel interests against a decision of the courts, under which one of the newsreels was convicted under the Dramatic and Musical Performers' Protection Act, 1925, for filming an orchestra without the approval of individual performers, although the approval of the management and leader of the band had been secured.

The matter is being considered by the newsreels, the B.B.C. and other interests at a joint meeting, to which the C.E.A. has been invited to send a representative.

It is understood that the General Secretary (W. R. Fuller) will attend the meeting, but has no power to commit the C.E.A. in any way.

KINEMATOGRAPH WEEKLY

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GUIDANCE FROM WITHOUT

SO the President of the Board of Trade publicly and officially recognises now that the real functions of the Films Act are not being effectively exercised, that their failure to create a renascence of British production demands investigation, and that this inquiry is a matter of urgency.

Certainly, the fates have conspired to keep him to his task, for just as the output from our own studios sags and sags, so is the tide of Hollywood's productions steadily on the ebb. The only business stimulant for our picture-making industry is less and less effective, because, after all, we over here are in effect not much more than a hanger-on to the tune of 15 per cent. As the American aggregate of features falls so does the statutory demand for British ones.

This, to be sure, is not much more than what we may call a Whitehall way of looking at things. It may be a perfectly accurate reflection of the current tendency, but there is something a great deal more live and intimate in the situation, just as there is, if you have the wit to see acutely, a human side to the driest of statistics.

Let us imagine for a moment that we are outside the rigid rules of the Act, and look at the position from the public's point of view. For eventually, of course, the whole of our legislation is, or tries to be, an interpretation of the needs of the public.

We know, then, that the great mass of our fellow citizens go to the kinemas for entertainment once or twice a week; they have been well served by the American picture, and are far more completely satisfied with the normal fare provided than any of our superior classes ever realise.

At the same time it is appreciated by the average patron that there are quite a lot of things we British can present in screen form which no foreigner can do as well. Even if it were not so, the occasional appearance of film stories set in characteristic, or homely, or familiar surroundings would be greeted with a welcome which would ensure the periodic presentation of British films, for there is in this country a certain peculiar, diffident, kind of patriotism, hardly to be recognised perhaps in this chromium-plated era, but quite strong in its quiet way.

This being so, it is the duty of the Trade to see that the patrons are amply catered for. And as the Trade is apparently unable to act effectively and to guarantee full service to the public, there is presumably no option but to ask the Board of Trade to hold our hands.

Unhappily, when we ask for guidance and control in this way, we are so far from unanimous in explaining our aims that the most patient of legislators has failed to find out the course we have been trying to make, and has therefore been unable to trim our sails.

Almost consistently we have forgotten to concentrate upon the real basis: the satisfaction of the public. We have had too much involved detail and too little direct aim.

But does not the present shortage of the American output show the weakness of this interpretation of our needs? Somehow or other we have to inculcate a spirit which looks over a wider range of possibilities. Although lip service in the House may be given to the encouragement of *good* British pictures, the improvement we seek is not one made by statutes.

Our business has surely had enough experience to learn caution; the more legislation has tried to help us in the past the worse for us. Can we not get moving under our own steam?

Long Shots

AMALGA-MATED?—BUSY EXECUTIVES BACK GRACIE'S PRESS PARTY — F.N.'s BIG SALES CONFERENCE — SHYING AT STATISTICS

THERE is a distinct possibility that Amalgamated Studios will be saved, after all, for their originally planned purpose of film production, I hear. Negotiations between Sir Robert McAlpine and the Government for the acquisition by the latter were well advanced, but I understand that last-minute moves have been made which have altered the face of things and held up the completion of the deal.

IT was generally understood that any negotiations for the purchase of the studios were necessarily on a cash basis, but the fact that the Government deal involved a 21 years' lease at something in the neighbourhood of £10,000 yearly rental has suggested to various film interests that this offer might be considerably improved upon and still remain an attractive investment.

AMONG the parties said to be interested in a new offer the name of John Maxwell is mentioned, and my informant suggests that in that case D. and P. Studios, controlling Denham and Pinewood, cannot afford to sit passively by while Associated British Picture Corporation acquires a dominating position in the studio world. It is a very interesting situation.

ELSEWHERE in this issue appears a cable from Francis Harley, from which it will be appreciated that the 20th-Fox managing director has been a pretty busy man during his present trip to the States. But according to Roy Simmonds—who, by the way, I am glad to see is recovering from his recent illness—Harley has yet found opportunity to renew friendships with the stars at his home studio. In the accompanying picture you see him lunching with Shirley Temple.

AMONG Harley's other social engagements was a cocktail party given in his honour by Harry Joe Brown, one of the studio's associate producers, at which most of the company's stars were present. Darryl Zanuck gave a dinner party in his honour, and another dinner, given at Hollywood's famous La Maze Restaurant, was attended by many screen leading lights, including Tyrone Power, Annabella and Richard Greene. A further cocktail party at the Café de Paris enabled him to renew yet more friendships.

A TRIO of important executives arrived in town over the week-end in the persons of Alexander Korda, Joseph Friedman and Irving Asher, but although each of them admitted the possession of a big story, details were withheld until, as I gather, a more propitious moment. One point, however, was made clear by Korda, and that was he had no intention of giving up production in England, where he has already arranged for two subjects—"The Thief of Bagdad" and a Merle Oberon picture.

KORDA'S first job was to view a rough cut of "The Four Feathers," which aroused his greatest enthusiasm. He also inspected the result of two months' trick work on "The Thief of Bagdad," by Laurence Butler, and expressed himself as highly delighted with the progress made. Korda confirmed that he intended to make one or two pictures in Hollywood, one of which, I understand, will probably be "Burmese Silver."

Shirley Temple lunches with Francis L. Harley, managing director, 20th Century-Fox, in the company's Hollywood studios

ALTHOUGH Columbia intends to make fewer pictures this year, the production allocation will be increased by anything up to five million dollars. So you see the quality will be there. Capra is preparing for his new film, which, my New York colleague tells me, will probably reintroduce Gary Cooper and Jean Arthur in "Mr. Deeds Goes to Washington." The rest of the story is being held by Joe until next week, but I believe it will make exceptionally good reading.

IN his canny way he said that six months hence would be early enough to say whether his expectations were justified, but I have too much faith in his judgment to doubt, myself, the progress made. I am glad to report, by the way, that Mrs. Friedman, who broke her ankle when she was in Chicago, is making an excellent recovery. She has now been able to discard the plaster-cast in which her foot has been encased.

THE magnetic personality of Gracie Fields was again evident on Monday, when 20th-Fox gave a Press party of welcome to the popular Lancashire star on her return from Hollywood. In addition to the boys from Fleet Street, there was a goodly attendance of trade executives, including Sir Gordon Craig and Roy Simmonds, of the Fox contingent, Maurice Ostrer and John Loder. Gracie's next picture is "Sally of the Shipyards," which starts at Gainsborough in March. Tests have already been carried out, so Phil Brandon, the assistant director, informs me, and casting is now well in hand. "Keep Smiling," Gracie's latest for 20th-Fox, opens at the Regal, Marble Arch, on Monday, when it is expected she will make a personal appearance.

THE policy of action, both in production and distribution, was the key-note of First National's highly successful conference over the week-end. Dave Griffiths was naturally in great form, and his enthusiasm when he spoke of his organisation's recent activities quickly communicated itself to his sales force. Their current schedule, he stated, most surely demonstrated First National's determination to forge ahead despite so-called product shortage.

WHILE business occupied the major portion of the sales meet, First National's executives and branch managers were given an attractive programme of entertainment, including a luncheon and a banquet, a visit to the Warner Theatre, and a trip to the Teddington studios, where they were able to see the advances made in the sphere of British production. On Saturday evening Mr. Griffiths gave a party at Grosvenor House as a wind-up to one of the most successful conferences held by his company.

A LETTER of thanks has been received by the F.B.I. film producers' group expressing the gratitude of Their Majesties the King and Queen to all who made film pictures available to Their Majesties during their stay at Sandringham, and which they much enjoyed. The F.B.I. group and the distributors who collaborated with them are specially mentioned.

ISLINGTON slum clearance is to benefit from the gala charity premiere held last night at the Odeon, Leicester Square, of the United Artists picture, "Topper Takes a Trip." Their Highnesses the Duke and Duchess of Gloucester attended the theatre for the premiere of the film, which opens its run on Monday next at the Odeon. Constance Bennett and Roland Young are leads in this Hal Roach sequel to last year's comedy hit, "Topper."

TIME and again the kinema Industry has marched right up to the problem of the formation of a Statistical Bureau of the Industry and then heaved a sigh and surrendered.

THE most recent body to adopt the idea is the British Film Institute, which has been giving considerable attention to the establishment of such a bureau. Last week, however, the governors hesitated and expressed their view in a brief statement, which, for the moment at least, calls a halt.

"THAT the governors of the B.F.I. had examined further the question of establishing a Statistical Bureau and recognise that it might have many advantages, but if the matter is to be furthered it will need a much greater measure of sponsoring from the Trade, and the interest of the various sections will need to be expressed in such practical form as to provide the necessary funds."

OUT of the fog on a country railway platform where I waited last week there loomed a huge figure which, on nearer approach, turned out to be the hero of countless Westerns, Tom Mix. This dauntless defier of Red Indians, cattle rustlers, crook ranch foremen, and the like, was rendered impotent by an English fog, which seriously interfered with an engagement in a distant dockyard town.

TOM had tried motor-cars, motor-cycles and trains to keep his appointment ("everything except an aeroplane"), but there was no faithful Tony at hand to secure deliverance, for Tony, aged but still sprightly for his years, is, so Tom told me, living out the remainder of his days on a sunny Arizona ranch.

IF what I hear is correct, the demand for the increase of the quota provisions of the Films Act is likely to precipitate a further period of indecision and inactivity on the part of some of our producers. Already the "jitterbugs" seem to have been at work, for I learn of one important renting concern which has definitely postponed putting into operation its big-scale plans until things are ironed out.

NOR does the present campaign commend itself to exhibitors, particularly the independents, who already experience sufficient difficulty in obtaining worth-while British product to comply even with their present quota commitments. Indeed, as H. P. E. Mears pointed out at Portsmouth, the raising of the renters' quota alone would affect exhibitors to the extent of still further restricting the supply of American films.

WHEN the current M-G-M British production is completed, which will be shortly, Ben Goetz and Victor Saville intend to take the finished print to the States. Donat, I understand, has done an exceptional job of work as "Mr. Chips," and if American opinion substantiates the view expressed on this side, his standing as an international star of the first rank will be officially recognised.

IT would not surprise me to learn that as a reward for his outstanding characterisations in "The Citadel" and "Good-Bye, Mr. Chips," Donat is being considered for the lead in "Shadow of the Wing." This is the great aerial picture of which all the exteriors have already been completed with the aid of the R.A.F. Clark Gable was at one time mentioned in connection with this subject, but the authorities, I believe, insisted upon the part being taken by a British subject.

MILLION-DOLLAR films, once the peak of extravagance in moving pictures, are becoming commonplace in cost these days. "Snow White" cost two million dollars, it is stated, and "Gunga Din" a similar figure. Even independents think in terms of thick wads, for Republic is said to be scheduling "Wagons Westward" at 750,000 dollars. "Captain Fury," a Hal Roach production, has cost a million dollars, it is stated.

ENGLAND will enjoy the story circulated in Hollywood that the reason Vivien Leigh, British actress, was given the rôle of "Scarlett O'Hara" was that the American feminine players thought that the rôle would interfere with their careers, and refused the part! Living in Hollywood, says the KINE. correspondent in the film studio metropolis, "I witnessed the mad rush, and the pulling of wires for the part, so the explanation goes under the category 'Sour Grapes.'"

THE STROLLER.

"GUNGA DIN'S" FIRST WEEK'S GROSS

KINE New York Cable from MOTION PICTURE DAILY

"GUNGA DIN" grosses $103,000 first Music Hall week.

A. C. BERMAN on arrival from England, urges collaboration, not competition, between U.S. and U.K. in production as solution of Quota problem.

U.S. FILM PRODUCTION in 1937 $197,000,000; increase more than $78,000,000 over production cost 1933, according to U.S. Census Bureau report.

TOTAL NUMBER of kinemas throughout world 92,816, according to U.S. Commerce Department.

PRODUCTION of the first subject planned by Fairbanks International starts at Culver City on February 28. Although scripts for "The Californian" and "The Tenth Woman" are both ready it is uncertain which will be the first to take the floor.

DIRECTLY a decision is made Montagu Marks will return to England with Sir Adrian Baillie to prepare for the second picture.

POSSIBILITY is discussed of Fairbanks, Jnr., appearing in "The Three Musketeers," to be made in Technicolor later in the year.

Close-Ups

By

Screencomber

PROBABLY the only really constructive suggestion in the New Year issue of the KINE. was the article by "Screencomber" in which, by one clean sweep, he showed the Trade an infallible way of overcoming all its problems. The suggestion stirred up a bombshell among the pigeons' dovecotes, to put it mildly.

Briefly the scheme was this. To eliminate film trade problems entirely it was only necessary to eliminate the film trade! The idea put forward, revolutionary in its simplicity, was that exhibitors should cease showing films until such time as their patrons began to realise that they were not getting anything in return for their admission money; then the patrons would be driven to seek relaxation somewhere else—in the music-hall or the theatre, for instance.

This then would start such a boom in music-halls and theatres that the exhibitor, to live, would be forced to turn his kinema into a music-hall or theatre, and so, when all kinemas had become variety halls or fun-fairs, there would no longer be any film trade problems, the Trade having neatly transferred them to the theatre and vaudeville, there being no longer any film trade.

Apparently the idea, for all its simplicity, was too revolutionary for our conservative British exhibitors, and so far as can be traced the "Screencomber" scheme has not even been raised at one single, solitary branch meeting of the C.E.A., even though I have gone out of my way to publicise Jack Prendergast and Ken Nyman.

But below you will see that the more enterprising French exhibitors have not been slow to adopt my scheme. I know you will say that the French have not heard of my scheme because they can't read English, but then, I don't write English, and once again you're stumped—see!

SCREENCOMBER SCHEME IN OPERATION

WHILE the French exhibitors have not adopted the "Screencomber" scheme 100 per cent.—for this, you will remember, entails dispensing entirely with all pictures—they have gone a long way towards adopting the suggestions put forward by "Screencomber" in that they have the same object, keeping the patrons out of the theatre. This object can also be gained by showing pictures issued by the —— Co. (I thought the Editor would cut that one out, because they're big advertisers and the managing director takes him out to lunch regularly.)

"As a protest against new taxation," we are told, "Paris kinema owners have decided to make kinema-goers so uncomfortable that they will either protest to the Government or stop going to the pictures, and so deprive the State of its tax revenue.

"Unless negotiations, which broke down to-day, are successfully renewed before Wednesday next kinema owners will:

"Show no more newsreels.

"Reduce all their programmes as well as their prices.

"Stop advertising in the Press and remove all illuminated signs from the theatres.

"If these measures have no effect, all film production in France will be stopped until further notice."

Incidentally, one of the strong measures being taken by the French exhibitors will be to replace their present seats with hard ones, so as to make their patrons so uncomfortable they won't come to the theatre, and thus deprive the Government of the revenue they hope to collect.

FIRED

The boy stood on the burning set,
His policy in hand,
And totted up how much he'd get.
My, ain't insurance grand!

MISTAKEN IDENTITY

THE new fad for turning film studios into Government offices and/or zoos, or both, has resulted in some rather embarrassing misunderstandings of late.

A film unit that moved into one big studio, not realising that it had been transformed into a Government office, got its script mixed up with some official documents, with the result that the director produced the whole of the first page of Buff Form 00643, sub-section (a), and included a specially dramatic incident incorporating "Para. J. (section 4) as applied to property owners."

The Government officials in the meantime, sent, in error, a page of the script demanding that action should be taken within seven days, otherwise the property owner laid himself open to a fine. The script happened to contain a particularly torrid love scene, and as the property owner's wife was visiting her mother for a fortnight, rather than incur the wrath of the authorities, he immediately put the instructions into action, with the result that further action is now being taken by his parlourmaid

In another instance a company, forgetting that the studios had been turned into a zoo, mistook a stray wart hog for the producer, and insisted on its occupying his chair. It was not until the leading lady pointed out that it was not wearing glasses that the mistake was discovered.

GRAND NATIONAL
They're Off!

TRADE SCREENING STARTS FEB. 22

Two British Films in First Sex

AFTER many weeks of intensive preparation, the sales organisation of Grand National Pictures is now complete. Everything is now set for the launching during the third week of February of the first groups comprising six pictures which will inaugurate the activities of Grand National as a front-rank renting company.

This announcement speaks worlds for the organising abilities of the joint managing directors—Maurice Wilson and Jeffrey Bernerd—for while in the throes of building offices in London, gathering together their sales force, securing provincial office accommodation, and all the details involved in the formation of a renting organisation, they have arranged for the routine business of the firm—the presentation of worth-while films to exhibitors.

The sales force is now complete and will be operating from nine offices in the key cities under the leadership of Jules Simmons, general sales manager. The full list of branch managers and salesmen is as follows:—

General sales manager, Jules Simmons; assistant to sales manager, H. Beyfus; circuit representative, A. Jarratt.

London: G. Bernerd, Jun., H. Davis and C. Miller.

Birmingham: H. B. Pier, manager, and S. Tame.

Nottingham: G. B. Kay.

Cardiff: W. Phillips, manager, L. Morris and R. C. Alexander.

Glasgow: C. Beveridge, manager, and F. G. O. Cross.

Leeds: M. Simans, manager, and J. Harris.

Liverpool: D. Freedman, manager, and P. Giles.

Manchester: L. Deal, manager, and T. S. Buhicrosan.

Newcastle: W. A. Green, manager.

Northern Ireland: H. Wilton, manager.

First Trade Shows

Grand National's first group will consist of six pictures, four from the American studios and two British productions. The complete list below has been arranged in chronological order of presentation at the Cambridge Theatre.

Wednesday, February 22, at 8.30 p.m., has been fixed for "The Mind of Mr. Reeder," starring that inimitable character actor Will Fyffe, which will be preceded by an undersea adventure story "Titans of the Deep," with commentary by popular E. V. H. Emmett.

"Cipher Bureau," a spy drama, starring Leon Ames and Joan Woodbury, is to be presented at 3 p.m. on February 23, and on the following day, also in the afternoon, a Turf drama featuring Gordon Jones and Marsha Hunt, "The Long Shot," is set for Trade screening.

The showing of the powerful James Mason-Pamela Kellino vehicle, "I Met a Murderer," is fixed for Monday, February 27, at 8.30 p.m., and the first schedule is to be concluded on Tuesday, February 28, at 3 p.m., with James Dunn's "Shadows Over Shanghai."

J. Bernerd and Maurice Wilson (left) joint, managing directors of Grand National Pictures have now completed their sales organisation and are all set for the first six Trade shows

Every Child Must Have a Seat

NEW LICENCE CONDITION AT NEWCASTLE

Newcastle Watch Committee has decided that a condition of future kinema licences will be the observance of the rule that every child admitted must be provided with a seat. In a report presented to the Watch Committee it is stated that some kinemas in the city, particularly in the poorer districts, have been crowded to the extent of 20 to 25 children for every 10 seats.

"This practice is a dangerous one and must be stopped," said Coun. R. Embleton, chairman of the Watch Committee, in an interview. "The report is to be forwarded to the Licensing Magistrates."

The manager of one of the largest kinemas in Byker said the practice was only possible in those kinemas which were equipped with forms instead of tip-up seats.

"We run children's matinées every Saturday morning," he said, "and every child that attends gets a tip-up seat. I can only imagine such overcrowding existing when there are forms."

"SWEATED LABOUR" AT GRIMSBY

N.A.T.K.E. Allegations

Allegations that Grimsby kinema employees had a 14-hour working day were made at a propaganda meeting held by the National Association of Theatrical and Kinema Employees at the Fountain Inn, Grimsby, on Sunday.

Robert Finnegan, general president of the association, presided, supported by E. J. Cooke, special representative; A. Young, chairman, Grimsby Trades Council; H. Kirwin, secretary of the Council; G. A. Jones, Grimsby branch secretary.

Mr. Finnegan urged to much larger membership of the Union; if they became strong in Grimsby they could obtain shorter working hours, wage increases and better working conditions.

Mr. Cooke said that during the past 18 months the Union had obtained wage increases totalling £54,000, but there was still much to be done. There were operating boxes not fit to put a pig in, and some operators had to eat their meals as best they could.

Mr. Jones said that in Grimsby hours were getting longer as more kinemas went over to the continuous performance. In certain cases wages were not raised, though hours were lengthened.

In some cases the pay was very low and employees were hardly ever at home, and they dare not ask for time off. Employers had a powerful weapon in being able to say that plenty of people were ready to step into their staff's jobs.

"On the other hand, there are decent employers," said Mr. Jones. "One of them even paid for the advertisement calling this meeting."

Kinemas' Duty to Carry On in Crisis

Civic Chief at Dundee C.E.A. Luncheon

Lord Provost Phin, speaking at the annual luncheon of the Dundee section of the C.E.A. on Tuesday, said he thought that even in the midst of a great crisis the kinemas, "these places of entertainment and education," should be kept open to give people recreation and keep their minds off the troubles they were going through.

"I believe," he said, "that you would be making a great contribution to the national service by staying at your posts and carrying on. You have a duty to yourselves and your staffs."

In becoming acquainted with the rudiments of Safety First, the Lord Provost recommended that kinema staffs should consider First-Aid and Anti-Gas Training and crowd control, so that in the event of a national emergency kinema patrons would be ushered by skilled hands and cool brains to places of safety.

Speaking of Dundee celebrating its jubilee charter as a city, the Lord Provost said the development of Dundee in recent years had been marked by the erection of handsome modern kinemas with attractive frontage designs, and these had helped to raise the architectural standard of the districts in which they were built. The kinemas were also doing great public service in educating old and young alike.

F. Carter Linay, Chairman of the Dundee Section, in welcoming Lord and Lady Provost Phin, said those engaged in kinema business were fully conscious of the position it held in the lives of the people to-day. It was their responsibility and constant aim to give people mental recreation of a good, clean, healthy nature.

RIALTO, LEEDS, CLOSING

Site for Store

Leeds will lose the oldest kinema proper in the city when the Rialto, Briggate, closes its doors on Saturday, February 25.

The site has been purchased by Marks and Spencer's, and demolition work is to start immediately.

B.F.I. EVIDENCE ON NON-FLAM ISSUE

A PLEA FOR GREATER FREEDOM

A PLEA that all exhibitions of educational films using non-flam. stock should be exempted from restrictions in any regulations formulated by the Films Advisory Committee has been made by the British Film Institute in its evidence before that committee.

A further opinion was also expressed that the use of films in adult education should be also free from restrictions if non-flam. film is used.

Where there is a difficulty in defining what is an educational film, the British Film Institute, which has had deputed to it the task of judging educational films by officials of the Treasury, has offered to adjudicate in doubtful cases.

The attitude taken up by the B.F.I. was in response to a number of requests from educational bodies all over the country who had been anxious to develop educational opportunities by means of the film.

The Sub-standard Association set out its opinion that commercial and industrial films should not be subjected to undue restriction, and claimed that the employment of slow-burning stock for sub-standard films removed all possibility of danger.

As many films produced for commercial purposes have a distinct educational value, the interests of the Sub-standard Association and the B.F.I. are to some extent on parallel lines.

The Council of Civil Liberties declared in a long memorandum that no control or censorship other than that imposed by the operation of the existing law was necessary where non-inflammable films were concerned, and added a special clause declaring that censorship of the political content of films was open to the gravest objection.

A memorandum by Kino and Progressive also dealt with censorship, criticising the trading monopoly alleged to have been granted to the Board of Film Censors by licensing authorities, who refused to consider pictures until they had first been submitted to the Board.

RKO-RADIO SALES CONVENTION

Hanbury Announces New Programme

Taking advantage of the presence of RKO-Radio's branch managers at the Trade screening of "Gunga Din," Ralph Hanbury, managing director of RKO-Radio, convened a special sales conference for Friday, at which he comprehensively outlined details of his company's programme scheduled for screening during the coming months. Details of these pictures will appear in next week's issue of the KINE.

This conference, adjudged to be one of the most important in the annals of RKO-Radio, was held throughout in a spirit of high enthusiasm, brought about by Mr. Hanbury's announcement of the big business achieved by RKO-Radio in 1938, in which all records for the company were broken, and the tumultuous reception accorded the screening of "Gunga Din" the night previously by a very representative audience.

In addition to Mr. Hanbury, the meeting was addressed by Ernest Simon, general sales manager, who, at a luncheon attended by Bill Levy, managing director of Walt Disney, Mickey Mouse, Ltd., executives of the Walt Disney Merchandising Corporation, and The March of Time, Ltd., was the recipient of a combined silver tea and coffee service, subscribed to by Mr. Hanbury and his colleagues at RKO-Radio, as a token of their esteem.

In addition to the luncheon, the business session was adjourned for a special visit to the Walt Disney office, on the invitation of Mr. Levy.

Odeon for Refugees' Camp

The camp for 3,500 refugees which is to be established on the former Kitchener Camp at Richborough, Kent, is to contain a kinema. It is reported that it will be controlled by Odeon Theatres, Ltd.

C.E.A. Membership Rule Amendment

DEFINITION OF A "RESPONSIBLE OFFICER"

The attempt to define what is a "responsible officer" in the membership rules, Rule VI (b), of the C.E.A. has occupied considerable time, says the report of the Association's Legal, Finance and Parliamentary Committee to the parent body this week.

"Your Committee finds that there is no accepted definition. Ultimately, your Committee came to the conclusion that it was advisable to leave these words as they are, but that for future guidance the General Council could accept the view that any such persons must be of a recognised status and not described vaguely as 'general assistant' or 'head office assistant,' etc. Your Committee would draw attention that in all cases the said representative is subject to the approval of the General Council.

"Your Committee appreciated the fact that this over-riding discretion was hampered by the fact that under Rule VI (2) a change of nomination had only to lie in the General Office for seven days, after which it had to be submitted to the General Council and that this did not in many cases afford sufficient opportunity for the branches to be acquainted with any fresh nominations and to be able to instruct delegates. There is a standing instruction which is carried out in the office that the same day as any change in nominee is received the Branch Secretary is advised.

"Accordingly your Committee recommends that Rule VI (2) be amended that a change of nominee shall lie in the General Office for 28 days prior to submission to the General Council for approval. The branches will continue to be notified the same day of the receipt of a change of nominee. This method will give every branch an opportunity of instructing its delegates according to its wishes.

"The Committee will prepare an amendment in accordance with these terms, which it will ask one of the branches to submit to the annual meeting."

Other matters reported upon were the finances of the Association, which were stated to be in a sound and healthy condition; the amount raised on Screen and Stage Day; and discussions on A.R.P. subjects with the Home Office.

London Trade Show Diary

OFFERINGS TO BE SCREENED BETWEEN THURS., FEB. 9 AND WED., FEB. 15

Thursday

Topper Takes a Trip (*United Artists*)

Cambridge Theatre. **8.30 p.m.**

Cast: Constance Bennett, Roland Young, Billie Burke, Alan Mowbray, Veree Teasdale, Alexander D'Arcy, "Skippy." **Director:** Norman Z. McLeod.

This Hal Roach production is another chapter in the misadventures of the meek and mild Cosmo Topper. Baffled and worried by her husband's curious behaviour and his propensity for getting into compromising situations, Mrs. Topper decides that divorce is the only solution. After an hilarious session in the New York courts, where her petition is refused, she sails for the South of France, there to try again.

Cosmo follows behind, spurred on by the ghostly Marion Kerby, irresponsible about all else except her desire to perform the good deed that will release her from earthly bondage and free her to join husband George in "the other world." And so, under the blue skies of the Riviera, Cosmo finds himself a bedraggled shuttlecock tossed backwards and forwards between Marion's determined ambition and the multifarious whims of his wife. But suddenly, when he has seemingly reached the end of his tether, the Toppers are reunited and we leave them flying back to home and happiness under the disdainful eye of Wilkins, the butler.

Inside Story (*20th Century-Fox*)

Century Private Theatre. **11 a.m. and 3 p.m.**

Cast: Michael Whalen, Jean Rogers, Chick Chandler. **Director:** Ricardo Cortez.

"Inside Story" is a thrilling tale set against a background of New York's night life, with pleasing excursions into the rural quiet of a farmhouse.

Jean Rogers, a cabaret hostess, tires of the life, and, through a newspaper contest, wins a quiet holiday at a farm offered by columnist Michael Whalen. She cannot altogether escape the cabaret, however, for take up the fight and, despite a framed charge of murder which is pinned on to them, manage to arrest the culprits and hand them over to the U.S. States Cavalry.

John Wayne's debut has been the signal for Republic to increase the production budget on the series, and exhibitors will find a better quality about the new series, but the main ingredients of the popular action Western, such as fighting, gun-play and rough riding have been retained.

Bob Baker and Marjorie Bell in the Universal picture HONOUR OF THE WEST, which General Films will Trade show on Wednesday, February 15, at their private theatre at 10.30 a.m.

Friday

Rough Riding Rhythm (*Fidelity Distributors*)

Monseigneur, Leicester Square. **11 a.m.**

Cast: Kermit Maynard, Ralph Peters, Beryl Wallace, Olin Francis, Betty Mack, Curly Dresden, Cliff Parkinson, David O'Brien, Newt Kirby. **Director:** J. P. McGowan.

The story tells of the adventures of Jim Langley (Kermit Maynard) and his pal, Scrubby, whose sister is married to Jake Horne, a cattle rustler and coach robber. After a hold-up, in which Jake kills a sheriff, Jim and Scrubby find the latter's sister dead and the baby crying. Believed to have been responsible for the crime, they are arrested, but manage to escape in order to capture the real bandits. When Jake and his renegades return for the loot they are arrested, and a romance develops between Maynard and Beryl Wallace, daughter of one of the victims of the rustlers.

Five of a Kind (*20th Century-Fox*)

Century Private Theatre. **11 a.m., 3 p.m. and 6.30 p.m.**

Cast: The Dionne Quins, Jean Hersholt, Claire Trevor, Cesar Romero, Slim Summerville, Henry Wilcoxon, Inez Courtney. **Director:** Herbert I. Leeds.

Claire Trevor and Romero appear as rival reporters, both seeking to arrange radio interviews with the Dionne Quins on their fourth birthday. Each scores off the other with stories concerning the Quins as the prize, until eventually their liking for one another and circumstances combine to help them bury the hatchet.

"Five of a Kind" is described as refreshing, fast-moving entertainment which affords delightful glimpses of the Quins at play and in their home. It shows the famous kiddies at their most lovable.

Tuesday

Pals of the Saddle (*British-Lion*)

Private Theatre. **11 a.m.**

Cast: John Wayne, Ray Corrigan, Max Terhune, Doreen McKay, Josef Forte, Frank Milan. **Director:** George Sherman.

This new action Western marks the debut of John Wayne, one of the best known and most popular of the Western stars as Stony Brooke, the romantically inclined member of the Three Mesquiteers.

The story concerns the adventures of the Mesquiteers when they become involved in a plot to smuggle raw material used in the manufacture of poison gas out of America, and ship it to a foreign power. Stony rescues a girl from death, only to discover that he has bungled a plot to capture the boss of the munitions ring, but the trio then she had witnessed a murder committed there, and events move fast when Whalen gets on the trail of the criminals. In what is described as an absorbing and exciting climax, difficulties are ironed out, and the young couple resume their rural holiday.

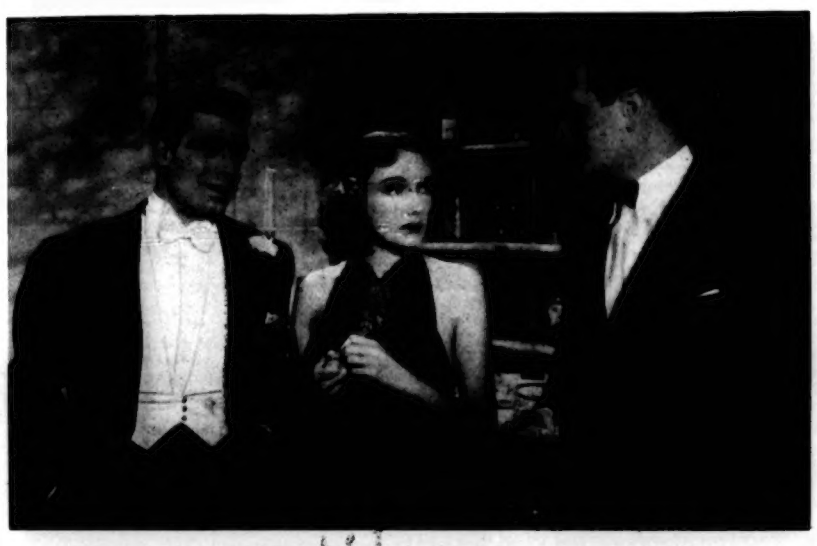
Murder in Soho (*Associated British*)

Cambridge Theatre. **8.30 p.m.**

Cast: Jack La Rue, Sandra Storme, Bernard Lee, Martin Walker, James Hayter, Googie Withers. **Director:** Norman Lee.

Jack La Rue, well-known prototype of the American gangster, is seen here in a London background story as a night-club proprietor, who, endeavouring to go reasonably straight, is overtaken by the nemesis of his past life. Blackmail by an ex-confrere leads him into deep waters, and further complications are afforded by Sandra Storme, and Drue Leyton as the new and old loves of the ex-racketeer. Added trouble arises in connection with Googie Withers in the comedy character of a cabaret artist with Bernard Lee and Martin Walker as a Detective-Inspector whose work always has a ring of unusual character, indicate an interesting cast.

Story, settings and star value in Jack La Rue foreshadow this as welcome material for all showmen. Action, vivid and tuneful night-club settings, a seasoning of comedy and more than competent direction of Norman Lee are other guaranteed elements of popular entertainment.



Jack La Rue, Sandra Storme, and Bernard Lee in a scene from MURDER IN SOHO, which Associated British is Trade showing on Tuesday, February 14, at the Cambridge Theatre, at 8.30 p.m.

Wednesday

Honour of the West (*General Films*)

Own Private Theatre. **10.30 a.m.**

Cast: Bob Baker, Marjorie Bell, Carleton Young, Jack Kirk, Dick Dickenson, Frank O'Connor, Reed Howes, Glenn Strange, Forrest Taylor. **Director:** George Waggner.

Dare-devil riding, a feud between two ranchers, a thrilling rodeo, tense gunfights, a love triangle and some tuneful new cowboy melodies have all been happily combined in the latest Universal Western starring Bob Baker—"Honour of the West."

The popular "Singing Cowboy" has one of the most powerful roles of his career as "Singin' Sheriff" Bob Bartlett, who places personal loyalty ahead of his official pledge and finds himself in the middle of a romantic problem and a contest between law and crime from which there seems to be no escape. How he shoots, rides and sings his way out of this exciting tangle supplies the unusual action of "Honour of the West."

Rhythm of the Saddle (*British-Lion*)

Private Theatre. **11 a.m.**

Cast: Gene Autry, Smiley Burnette, Pert Kelton, Peggy Moran, Le Roy Mason, Arthur Loft. **Director:** George Sherman.

Comedy, action and romance are blended into a rousing story of the West, starring the Singing Cowboy, who is the foreman of a ranch where an annual rodeo is held, the promoters of which are approached by Pomeroy, a rival, for the concession.

Pomeroy backs up his offer by interfering with the running of the rodeo, which brings Gene Autry, aided by his ever faithful friend Frog (Smiley Burnette) into the story. Autry discovers that Pomeroy has made some big side bets on the result of the big event in the rodeo, and is determined to win his money. A succession of fights, thrills and fast horse riding finds the Singing Cowboy outwitting the criminals.

Four Girls in White (*M-G-M*)

Cambridge Theatre. **6.30 p.m.**

Cast: Florence Rice, Alan Marshal, Ann Rutherford, Mary Howard, Una Merkel, Kent Taylor, Buddy Ebsen, Jessie Ralph, Sara Haden. **Director:** S. Sylvan Simon.

"Four Girls in White" is a dramatic story of the nursing profession which follows in the footsteps of such well-liked stories of the medical profession as "Young Dr. Kildare" and "The Citadel." Its action takes place almost exclusively within the walls of a great modern hospital in its dormitories, wards and operating rooms.

Other dramatic highlights take place on a pleasure yacht at sea and in the half-submerged carriage of a wrecked train which has plunged through a washed-out bridge. Wild rides in careening ambulances, the collapse of a dam which results in the wrecked train being swept away, a demented patient's combined murder and suicide, the graduation ceremonies for the senior nurses, and other thrilling plot highlights.

NEW PRODUCT ANALYSED

DRAMA

Murder in Soho
Inside Story
Four Girls in White

COMEDY DRAMA

Five of a Kind

COMEDY

Topper Takes a Trip

WESTERN

Pals of the Saddle
Honour of the West
Rhythm of the Saddle
Rough Riding Rhythm

FOUR IMPORTANT M-G-M PRESENTATIONS

"Honolulu"—"Huckleberry Finn"—"Fast and Loose"—"I Take this Woman"

FOUR productions are announced for early Trade showing by Metro-Goldwyn-Mayer. They are "Honolulu," "The Adventures of Huckleberry Finn," "Fast and Loose," and "I Take This Woman."

First of the new group is "Honolulu," fixed for Trade showing on February 17 at the Cambridge Theatre. Built on the premise that audiences want the most entertainment possible packed into a picture, "Honolulu," with Eleanor Powell, Robert Young, George Burns and Gracie Allen, is a musical comedy that has all the sure-fire earmarks. It has Miss Powell in the greatest variety of dance creations in her sensational career, it has romance between the star and Robert Young set in a background of mistaken identity, and it has Burns and Allen woven into the story to present their own particular type of insane humour to inject into a story so full of action and laughs that there is never a dull moment.

Eleanor Powell, unquestionably the world's greatest feminine dancing star, has four outstanding dances. Her "Hymn to the Sun" number, based upon a traditional Hawaiian dance, is set in a lavish Hawaiian setting. "A Pair of New Shoes" is another new Powell introduction in the modern vein. Another dancing highlight is Miss Powell's imitation of Bill Robinson, doing his famous stairs dance. This is done on shipboard in the lavish background of a Pacific liner. The fourth number, with Gracie Allen, is a comedy interlude built for laughs.

The production is lavish and takes the audience from colourful Hollywood boulevard to gay New York and thence to romantic Honolulu, where Waikiki, the Royal Hawaiian Hotel, the Pineapple plantations, and, in fact, all of Hawaii, forms the background for an exciting, humorous story.

Boyhood Classic

"The Adventures of Huckleberry Finn," Mark Twain's classic of boyhood, was directed by Richard Thorpe, with Mickey Rooney in the leading rôle.

The screen play follows closely the story of the river boy of 1850 who seeks to aid a runaway slave to escape to freedom. As Huckleberry Finn, Mickey Rooney has his first solo starring rôle since the "Mickey McGuire" comedies. "The King," comical mountebank and river wanderer, living by his wits, is played by Walter Connolly, and Jim, the escaping slave, is played by Rex Ingram, noted negro actor, who is best remembered for his rôle of "De Lawd" in stage and screen presentations of "Green Pastures." William Frawley, veteran character actor, plays "The Duke," second of the river mountebanks. Captain Brandy, kind-hearted Mississippi boat captain, who aids runaway slaves, is played by Minor Watson. Elizabeth Risdon plays the Widow Curtiss, Huck's benefactor. Harlan Briggs and Sarah Edwards play Mr. and Mrs. Rucker.

Mystery Comedy

"Fast and Loose," a successor to the extremely popular "Fast Company," is Robert Montgomery and Rosalind Russell's fourth co-starring picture together.

The picture is the newest type of detective thriller, the humorous and romantic adventures of Joan and Garda Sloane, who are book dealers who are content to mind their own business but who become involved in the most baffling crimes that become interwoven with the thefts of rare documents. Among highlights of the picture, Rosalind Russell will appear with the first black eye of her screen career, received when a gangster runs her car off the road in an attempt to kill her and her husband, Robert Montgomery. Edward Maria directed.

Walter Pidgeon climbs a notch higher in his progress towards stardom as a wealthy playboy. "I Take This Woman" also brings back to the screen after an absence of five years comedienne Ina Claire, who is deserting the stage to fulfil a long-term M-G-M contract. Others in the cast include Louis Calhern and Marjorie Main. Frank Puglia and George Stone. The director was Frank Borzage.

Spencer Tracy and Hedy La Marr

Finally comes "I Take This Woman," presenting a notable box-office pair, Spencer Tracy and Hedy La Marr, in leading rôles. In this picture, written exclusively for her by Charles MacArthur, Miss La Marr portrays the too-beautiful leader of New York's smart café society who falls in love with Tracy, an impoverished physician of the slums.

PORTSMOUTH OPPOSES HIGHER QUOTA PROPOSALS

Quality Must be Maintained

Booking Problems to be Raised in Court

THE difficulty experienced by many independent exhibitors in meeting their quota requirements was referred to at the meeting of the Portsmouth branch of the C.E.A. on February 1.

It was urged, however, that every effort should be made to resist any advance in the quota which would be likely to lower the standard of production.

The matter was brought up by F. B. B. BLAKE, branch delegate, who stated that the position in regard to British production was being considered by the General Purposes Committee. Through the operation of the Films Act, he said, the only type of British film they were getting at the present time was the big British production and very little of the type suitable for second features.

That made it difficult for the independent man to get any British pictures at all, and it was causing a great deal of consternation throughout the country. The only money that was being spent on films was by the American companies who were making triple-quota pictures.

The Chairman, Coun. H. P. E. MEARS, said he thought they would agree that they must resist with might and main any advance in the quota at the present stage. If they could not get sufficient films to comply with their present quota they must deal with it in a court of law. They could not again revert to showing a lot of rubbish on their screens.

The Industry had got to a very low ebb owing to the last Quota Act in the last ten years. The rubbish that they were forced to place before the British public had dulled their enthusiasm for the films, and the situation would not be improved until people began to realise that good pictures were being produced and that there was no longer a racket in the production of quota quickies. It was easy to pass a law to force the renters to make British pictures, but they could not make a law to force the public to see them.

The Risk

Mr. BLAKE said that the independent exhibitors now seemed more or less resigned to the position. They knew that they were short of the quota because they could not get the pictures, and they would simply have to make the best excuse possible.

The CHAIRMAN added that if they raised the renters' quota they were going to shorten the supply of American films. His advice to exhibitors was to fight against any advance in quota until the Industry got on its feet and began to produce reasonable films—until they had independent producers and they could not be stung on prices.

He supported the British film interest, because he thought it was a fundamental interest, but they had got to have it in small doses at the present time. "We cannot afford to take things in large doses and poison ourselves," he declared.

Capt. J. SMITHSON: Don't you think it is a mistake to allow the renters to call some of these films triple-quota? That is the trouble, in my opinion.

The CHAIRMAN: Of course, that does react.

Mr. BLAKE said that the only thing he could suggest was that whenever a British picture was Trade show the first-run independent exhibitors who were faced with circuit opposition should write offering to book the picture. They knew that in many instances it had been already booked before the Trade show, but if they kept the letters they could attach the correspondence when they were called to account for being under quota.

Saturday Mornings

The members again had before them the question of the desirability of a general application being made to the local authorities for permission to open on Saturday mornings for children's matinées.

The CHAIRMAN stated that application was made in respect of his theatre a few weeks ago, but a reply was promptly received that a morning show would not be permitted. In most towns the licences were from 10.30 a.m. to 11 p.m., and the exhibitors pleased themselves whether they opened or not.

J. BOSCOTT said that the kinemas outside Portsmouth could open at 10 o'clock.

The CHAIRMAN added that the point was not whether they all wanted to open on Saturday mornings, but their liberty to do so if they wished.

W. C. ELLIOTT said that they had opened on Saturday mornings many times in the past when they had had pictures which were particularly attractive to children. All they had done was to write and ask for an extension of the licence, and it had been granted. It seemed that there was now a change of front on the part of the authorities.

V. BAKER stated that when he applied he was turned down, and the suitability of the film he proposed to show was also questioned.

Mr. BLAKE said he thought the argument that could be raised for Saturday morning matinées was the fact that the children to-day were seeing less and less of the inside of a kinema, owing to the restrictions and the fact that there was very little in the programmes in which they were interested. From his own experience, however, he found that very few children attended Saturday morning shows, and he did not think they were worth while.

A. LEVISON stated that he ran Saturday afternoon matinées for children and obtained special pictures for them, but he was opposed to opening in the morning. If the circuits opened in the morning, however, they would all be compelled to do so.

Mr. BAKER added that this was going to put their expenses up, and they would all be money out of pocket.

Sunday Extension

CHARLES CLARKE reminded the branch that in the near future they proposed again approaching the authorities for permission to start their Sunday performances at 5.15 p.m. instead of 5.30 p.m. He suggested that that would be a much more valuable concession and that it was not wise to ask for too much.

The Secretary (A. DANIELS) mentioned that E. V. Glenister, who originally raised the matter, was away at Plymouth and could not be present that day, and it was eventually decided to postpone further consideration of the subject until Mr. Glenister could be present.

Free Passes

The SECRETARY passed round for inspection a display card issued to the hotels at Bournemouth giving a list of the kinemas and their attractions, and also the Bournemouth and District Pleasure Guide. It was explained that the hotel card was accepted by the hoteliers as part of their service for visitors and that no free passes were issued with it.

The CHAIRMAN said that the trouble to-day was that entertainment was made too cheap. People paid to see variety, but they thought they could see the pictures for nothing. The sooner they could get together to stop the issue of so many free passes the better it would be for their business. While they made their entertainment so cheap that people did not have to pay to see it, and until they got the films at the right price they would never build up a prosperous business.

Mr. BLAKE stated that he issued a free pass for a double crown and stipulated that the bill should be exclusive. If they all did that they would stop places being smothered with bills and having a dozen passes from different kinemas.

Coun. MEARS stated that in Bournemouth a thousand of the display cards were issued to hotels and boarding houses, and a man was employed to deliver them. The cost was about 7s. 10d. per week for each theatre. It had also been made a standing rule that only one pass per week should be issued for a bill up to a quad.

Capt. SMITHSON remarked that Portsmouth did not have so many hotels as Bournemouth, but they had more than 700 licensed houses.

Mr. BAKER said that the public-houses now had bills all over the place and made a profit out of it.

Mr. BLAKE: And the biggest critic in the world is the person who doesn't pay.

It was mentioned that Brighton had produced a display card on similar lines to that issued at Bournemouth, and the Secretary was instructed to obtain a copy of this and to make a special note on the next agenda asking members to attend to discuss the whole matter further.

"ORDER, GENTLEMEN!"

During the Portsmouth meeting the Chairman used for the first time a block and gavel presented by Mr. Blake to commemorate three happy years he had spent in the chair, the gift being accepted with thanks.

F. B. B. BLAKE

Michael Whalen and Jean Rogers in INSIDE STORY, which 20th-Fox is Trade showing at the Century Theatre on February 14 at 11 a.m. and 3 p.m.

Support for Contract Clause Plan

Shops Act

At the previous meeting members were advised to register their juvenile employees under 18 under the Shops Act instead of allowing them to come under the provisions of the Young Persons Act, which came into operation on January 1.

Mr. BOSCOTT stated that after the meeting he wrote to the county authorities at Winchester, but received a reply that as he did not apply seven days prior to January 1 his application was void. He sent this on to the General Secretary of the C.E.A., who passed it to the association's solicitor. They got into touch with the Home Office and the Home Office communicated with the county authorities, with the result that he had received another letter telling him that he could put in his application.

The CHAIRMAN said that the application forms were to be supplied by the local authorities, but they did not get their particulars of the Act until it had come into force. The authorities were now being supplied with the forms, and they were prepared to allow a little latitude with the applications.

Mr. BAKER stated that when he applied to the local authority for a form he was told that he would have to get it from the stationers. He had ordered one a month ago and had not received it yet.

Mr. ELLIOTT said that when he wrote he was also told that he must apply on the official form, and he managed to get the last one which a local firm had in stock.

In the course of further discussion it was commented that exhibitors would be compelled to employ a clerk to keep up to date all the forms and registers which were being issued, and it was stated that certain theatres were getting over the difficulty in regard to the Young Persons' Act by discharging all their employees under 18.

Second Runs

The North Staffs branch wrote referring to the two super film question in connection with second runs, and forwarded a gummed slip which they suggested, *if accepted by the renters*, would be a solution of the problem. The slip was worded:—

"Should this film be advertised or played as a second feature by any hall prior to the date mentioned herein then and in such case the exhibitor shall be entitled to forthwith cancel the said contract, and no further claim shall be made under or in respect thereof."

The branch added that their delegate would refer to this at the meeting of the Negotiating Committee.

Mr. BLAKE pointed out that the clause would have to be localised by putting in the area barred.

The branch delegates were instructed to support the North Staffs proposal, with the proviso suggested by Mr. Blake.

Free Service

The CHAIRMAN submitted a letter he had received asking for co-operation in advertising Navy Week by displaying show cards in the foyer and showing coloured slides.

A letter was also read from Admiral H. Summerford, drawing attention to a book

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on "Moral Rearmament," edited by H. W. Austin, and asking that this should be made known to the public by means of slides.

The branch decided to leave both requests to the discretion of individual members. It was mentioned, however, that as the book was being sold at 6d. the showing of a slide might be regarded as an infringement of screen advertising rights.

Attention was drawn to free kinema entertainments for children which were being given by Conservative organisations, and it was decided to bring the matter to the notice of the General Secretary.

Appreciation

Reference was made to the valuable services Mr. Daniels had rendered to the branch as secretary over a period of years, and on the motion of Mr. BLAKE, seconded by the CHAIRMAN, the branch unanimously voted him an increase of salary.

North Staffs' Approach to N.A.T.K.E.

POLICE ATTITUDE TO NON-FLAM SHOW

A LABOUR agreement with the N.A.T.K.E. is being considered by the North Staffordshire C.E.A. branch, and at the monthly meeting the secretary was instructed to write to T. O'Brien requesting him to attend the next meeting for a preliminary conversation on this matter.

The delegate reported on matters dealt with by the General Council meeting and referred to the Interviewing Committee, of which he was a member. Reference was then made to the gummed label which the branch recommend should be attached to contracts, and the secretary was requested to send copies of this to all the branches and to W. R. Fuller, in order that it might be brought to the notice of the negotiating committee.

He then referred to Western Electric service charges, stating that the feeling was that, though reductions had taken place in these charges, it was a general opinion that such reductions had not been sufficient. A discussion took place as to this, and it was stated by one of the members that, though a reduction had been made in his service charge, there had been a greater reduction in the actual service.

It was finally agreed by all the members that the charges were still too high, and the secretary was requested to notify Mr. Fuller accordingly.

The subject of free shows was also discussed. A member made reference to a free show which had occurred in his area, and stated that though this consisted of non-flam. films, no regard at all had been paid to the necessity of keeping exits clear. Another member gave his experience in regard to another free show which he had discussed with the police authorities, who regarded it very seriously.

It was also suggested at the meeting that an application be made for opening for concerts on Sunday evenings for profit, and it was resolved that this be placed on the agenda for the next meeting.

N. Staffs' Review of the Year

Satisfaction with the financial position was expressed at the annual meeting of the North Staffordshire Branch of the C.E.A., held in Hanley, at which J. Barrington presided.

He was supported by B. Hughes, L. J. Ravenscroft, L. A. V. Plumpton, T. J. Dyson, E. Sillito, J. Cope, L. Myatt, C. A. J. Plant, N. Dean, M. A. Vachon, F. V. Chambers and T. A. Grant (secretary).

Apologies for absence were received from Mr. Russ and G. L. and G. H. Barber.

The audited balance sheet and revenue account for the year to December 31, 1938, were regarded as very satisfactory, and it was proposed by Mr. Plant, seconded by Mr. Sillito, and resolved that they be adopted as presented.

It was proposed by Mr. Vachon, seconded by Mr. Cope and resolved unanimously that the officers for 1938 should be elected en bloc. It was also resolved that the Committee should be as 1938, with the addition of Mr. Cope.

Re-elected officers of the branch are:—Chairman, J. Barrington; vice-chairman, Captain B. Hughes, O.B.E.; treasurer, L. Myatt; secretary, T. A. Grant; trustees, J. Barrington, T. A. Grant, A.C.A., and L. Myatt.

The committee is comprised of the following members:—J. Barrington, Captain B. Hughes, and L. Myatt, M. A. Vachon, G. Edney, N. Dean, T. J. Dyson, L. A. V. Plumpton, C. A. J. Plant, F. V. Chambers, C. H. Russ, H. Grice, G. L. Barber, and J. N. Cope.

KENT OFFICERS RE-ELECTED

Song Plugging on Radio Protest

MEMBERS of the Kent branch of the C.E.A. decided at their recent annual meeting that they had been well served by their officers during the past year, and general re-elections took place.

Major C. H. Bell, O.B.E., is again branch chairman, with Morris L. Levy as his vice-chairman. Harry Quinton continues as secretary, and R. V. Crow as treasurer.

Delegates to the General Council are A. Spencer-May, and the chairman and vice-chairman and the trustees are Messrs. Levy, Crow and Spencer-May.

Labour Agreement

Signature of the agreement between the branch and N.A.T.K.E. was reported.

Vigorous protests were made on the subject of allowing songs and music to be broadcast in such a way that the films of which they were part were prejudiced in the public mind. Pictures, it was pointed out, were characterised as "old," even on their first appearance just because of their premature publication over the radio.

The Projectionists

The branch is in touch with the Guild of Projectionists, and it is hoped that in the near future a meeting may be arranged at which this body may explain its aims to the already sympathetic members of the branch.

"TOPPER TAKES A TRIP"

Scenes from the Hal Roach production TOPPER TAKES A TRIP, a gala performance of which, to be attended by the Duke and Duchess of Gloucester, will take place at the Odeon, Leicester Square, on February 15, in aid of the Islington Slum Clearance. Constance Bennett, Roland Young, Billie Burke and Allan Mowbray are featured in the film, which is to be Trade shown by United Artists this (Thursday) evening at the Cambridge Theatre.

IN THE COURTS

COLUMBIA IN WAGES CLAIM CASE

FORMER EMPLOYEE ALLEGES BREACH OF AGREEMENT

IN the King's Bench Division on February 7, before Lord Justice Luxmoore, Harry Neville sued Columbia Pictures Corporation, Ltd., for alleged breach of agreement to employ him in a responsible position in their London office.

Mr. Neville's case was that after being in the defendants' employment as a circuit and sales manager for some time he went out to Australia in September, 1935, as sales manager of Columbia Pictures Proprietary, Ltd., an associated company of the Corporation. In June, 1937, he was offered by Mr. Seidelman a responsible position in the London office to handle the circuit's accounts at not less than £30 (Australian) a week. He accepted this offer, but the only position he was offered in London was that of a salesman at £25 a week. This, plaintiff said, he was obliged to accept under protest, and the engagement was terminated by a week's notice from the Corporation, in January, 1938. Mr. Neville further said that in any case the defendants owed him £115 arrears of salary.

The defence was that an agreement made between the Corporation and Mr. Neville in September, 1937, was the agreement which had been contemplated between the parties, and in any event that agreement discharged any rights which Mr. Neville might have had prior to the agreement. The Corporation admitted that some arrears of salary were due to Mr. Neville.

Lord Justice Luxmoore held that Mr. Neville was bound by the agreement he made with the Corporation in London on September 27, 1937. He thought there was a promise to find Mr. Neville responsible employment in the Corporation's London office. That was carried out by the agreement which was terminable by a week's notice, and was so terminated.

Certain arrears of salary were admitted to be due to Mr. Neville under the agreement of September 2, 1937, and there would be judgment for Mr. Neville on that issue only for £78 11s. 9d., with costs up to the date when the Corporation made a payment into Court in April last year. The other costs would have to be paid by Mr. Neville.

£10,000 Commission Action Dismissed

A claim for commission amounting to £10,000 before Mr. Justice Branson in the King's Bench Division was dismissed with costs on February 7.

The plaintiff was Norman Alfred Cooper, of Brunswick Gardens, Kensington, and the defendants were the Luxor (Eastbourne), Ltd., and Regal (Hastings), Ltd. (whose registered offices are in Regent Street, London).

The action arose in connection with the proposed sale of kinemas. Mr. Cooper alleged that the money was due under a verbal agreement of September, 1935, between himself and P. Garton, made on behalf of each of the defendants. Alternatively, Mr. Cooper claimed damages for breach of contract.

Plaintiff's case was that he found as willing purchasers the London and Southern Super Cinemas, Ltd., who were willing to pay £185,000, subject to a contract. Defendants, Mr. Cooper alleged, had prevented a satisfactory completion of purchase and had deprived plaintiff of his commission.

Mr. Justice Branson, giving judgment, said he thought the directors of the companies knew that a procuration fee of £10,000 was to be paid to Cooper and Ewbank in respect of the sale of the kinemas. No such sale, however, took place, and that being so, no commission could be recovered. It was said, however, that plaintiff was entitled to recover damages.

Was there, on the facts, any excuse for the defendant companies' refusing to go on with the negotiations initiated by plaintiff? One set of directors objected to doing so. As long as there was a just cause for this attitude, the companies were entitled to say, "We will not go on." That being so, the action failed.

"SWORD OF HONOUR"

Sally Gray and Geoffrey Toone in SWORD OF HONOUR, which Maurice Elvey is directing for Butchers at Walton

G.-B. Inquiry an Obstacle in Path of Merger

B.o.T. APPOINTS INSPECTOR

Investigations Which May Last a Year

By Our City Editor

THE City and kinema Trade has received the announcement of the appointment of a Board of Trade inspector to the Gaumont-British Picture Corporation stoically. It was over a year ago that Mr. Drown's Committee obtained the necessary support from independent shareholders to make application for an investigation.

Since then the committee has been agitating from time to time for the actual appointment of an inspector apart from a period of a couple of months when both sides agreed to a temporary truce while the action by John Maxwell against the Ostrer Bros. was heard.

Russell Kettle's appointment was, in fact, announced in a letter to Messrs. Nordon and Co., the solicitors to the Shareholders' Committee. This letter was in reply to one of theirs dated January 19, again asking for the appointment of an investigator.

It is understood that the negotiations for an eventual merger with the Odeon group are continuing, but as the Board of Trade inquiry may last for a very considerable period, perhaps running into years, it is doubtful whether anything will come of the negotiations, meanwhile.

The Gaumont-British Picture Corporation is at the moment in the invidious position of having its books laid open to two sets of investigators, those of the Board of Trade and those of a great rival undertaking.

Independent shareholders are hoping that the Board of Trade Inspector will insist on his investigations taking the prior place.

It is, in any case, doubtful whether they will feel inclined to entertain any offer for their shares until the Board of Trade investigation is complete.

The proposed investigation is to cover matters relating to many years back and involving millions of pounds. One of the shareholders' Grounds of Application for an inquiry is that *de facto* the 20th Century-Fox group of America control the company, which is contrary to its Articles of Association.

M.P.'s Question

TOM WILLIAMS on Tuesday inquired of the President of the Board of Trade whether his Department had now acceded to repeated requests made on behalf of 90 per cent. of the shareholders of the Gaumont-British Picture Corporation representing ten million shares, for facilities to prove malicious intent on the part of certain persons who applied for an investigation into the company's affairs.

OLIVER STANLEY replied: "In arriving at a decision on the application for an investigation into the affairs of Gaumont-British under Section 135 of the Companies Act, I take fully into account all the representations made to me by the directors of the company, including those which were directed to allegations of malice.

"But having regard to the provisions of the section and of all the information before me, I do not regard it as essential to the consideration of the application that I depart from the normal practice by complying with a request from the directors for a nominal list of the shareholders' applications, which number over 3,000.

"I would point out that Section 135 of the Act provides an important safeguard to a minority of shareholders, and it is a matter of public importance that shareholders should not be deterred from applying by the fear of undue pressure which might be brought to bear on them if their names were disclosed."

ROBERT MORRIS asked if the President would take steps to expedite matters.

Mr. STANLEY said he was sure it would be to everybody's interests if the private investigation was to be carried out properly that it should be carried out as quickly as possible.

SIR REGINALD CLARRY asked if the President of the Board of Trade was quite satisfied that the small statutory 10 per cent. necessary shareholding did not lend itself to the exploitation of a minority for disruptive purposes.

Mr. STANLEY was understood to reply that the law had to be carried out as it stood.

EMPIRE ISLINGTON REOPENS

Historic Hall That Goes Back 100 Years

THE Islington Empire, which was seriously damaged by fire at the beginning of last February and has been closed ever since, re-opened last Monday after complete internal refitting and redecoration and extensive frontage improvement. Predominating colour of the outside is beige, and the auditorium has been repainted in tones of pink with gold enrichments, the tip-ups being covered in pink velvet to match the main colour scheme.

Although the Empire, which is one of London's oldest music halls and, as the Philharmonic, was in existence over 100 years ago, has an extensive stage, the present policy is to present an exclusively film programme, the opening bill consisting of "If I Were King" (Paramount) and "Highway Patrol," with usual short films.

The re-opening was informal, and, as reported elsewhere, the new manager is George Merrett, who has been on relief work for A.B.C. for some time past.

Share Market

SIGNS OF REVIVAL

AT long last the market for kinema shares is showing signs of revival. But so far this section has not recovered to the same extent as the majority of other sections of the Stock Exchange.

A.B.P.C., however, have again attracted considerable support, and the 5s. ordinary, in further active dealings, have attained 11s. 9d. compared with 11s. 4½d. a week earlier. African Theatres have recovered from 30s. to 31s. 3d., while A.P.P.H. have risen from 13s. 9d. to 14s.

British Lion preferred ordinary are also 3d. up at 3s. 3d.; Mde. Tussaud's are 1½d. up at 1s. 9d., and the preferred ordinary 3d. higher at 16s. 9d. P.C.T. 10s. ordinary have gained 3d. at 23s. 3d., while the 7½ per cent. preferred ordinary shares of the same company are 1½d. to the good at 18s. 9d. P.C.T. Construction 7 per cent. preference have appreciated from 21s. to 21s. 3d., while Union Cinemas Subsidiary Properties 6 per cent. preference are 3d. better at 13s. 3d.

On the other hand, Gaumont issues have fallen, the 10s. ordinary from 3s. 10½d. to 3s. 6d.; the first preference from 10s. to 9s. 10½d.; and the 4½ per cent. debentures from £82½ to £80. General Theatres 6½ per cent. first mortgage debenture stock is 10s. lower at £82½; Kinemas ordinary 6d. down at 5s.; Moss' Empires ordinary, 3d. down at 21s.; the preference, 3d. down at 16s. The Union Cinema group, still a nominal market, shows a decline of 1½d., to 7½d. in the ordinary, and 6d., to 3s. 6d., in the first preference.

Denman Street Trust Meeting

INVESTMENTS SHOW LITTLE CHANGE

SPEAKING at the twelfth ordinary general meeting of the Denman Street Trust, Ltd., the Hon. Eric B. Butler-Henderson said that the distribution of the company's investments showed little change. But the policy which was initiated when the present board of directors were elected in 1936—namely, of gradually reducing the holdings in the kinema and theatre Industry—had been continued.

"The kinema and theatre companies in which we are most interested," he said, "produced improved results during 1938, although the value of the shares has, of course, declined in common with all Stock Exchange securities; it may interest you to know that our holdings in these undertakings now amount to almost exactly 50 per cent. of our total assets and that they consist entirely of securities quoted on the London Stock Exchange."

The gross revenue from the company's investments amounted to £60,974, an increase of some £415 over the previous year.

G.C.T. Interested in New Company

General Cinema Theatres interests rank prominently in the affairs of General Mercantile Development and Trust Co., which has just been registered as a private company with a nominal capital of £100. The objects of the company are to carry on the business of banking in all its branches.

The directors of the new company include Harry H. Weingott and Cecil V. Bargate, who are both on the board of General Cinema Theatres. General Cinema Theatres own six theatres—at Camden Town, East Molesey, Hayes (Kent), Kentish Town, Putney Bridge and Queensbury.

NEW COMPANY

Classic Cinema Club, Ltd.—Registered January 30 as a company limited by guarantee without share capital. Objects: To establish and maintain an organisation to be known as the Classic Cinema Club, the management of which is vested in an executive committee in consultation with its General Council. The first members of the committee are: Professor A. M. Low, M.I.A.E. (president); Claud R. Levy, 52, Elmbourne Road, Tooting, S.W., kinema manager; Samuel Seeman, Eldridge, Chislehurst, Kent, kinema director (first chairman); Joseph J. Cleaver; John H. Benyon, B.A.; Gaston E. R. Rouy. General secretary: Claud R. Levy. Solicitors: Ponsford and Devenish, 13-14, Walbrook, E.C. Registered office: 100, Baker Street, W.1.

SHARE MOVEMENTS

	Last Week.	This Week.	Movement.
African Theatres Ord.	30/-	31/3	+ 1/3
Assoc. Brit. Pic. Corp. 5/-Ord.	11/4½	11/9	+ -/4½
" 6% Pref.	18/9	18/10½	+ -/1½
" 5½ Debs.	£95	£95	—
A.P.P.H. Ord.	13/9	14/-	+ -/3
Assoc. Talk. Pic. Ord. 5/-	-/3	-/3	—
Baird Tele. 20% Pref. Ord. 2/6	-/6½	-/6½	—
" Defd. Ord. 2/6	-/9	-/7½	— -/1½
Brit. & Dom. Films £1	1/6	1/6	—
Brit. Lion Pref. Ord.	3/-	3/3	+ -/3
Capital & Prov. News. 5/-	3/6	3/6	—
Gains. Pic. Ord. 10/-	2/3	2/3	—
Gaumont-British Ord. 10/-	3/10½	3/6	— -/4½
" "A" Ord.	1/4½	1/4½	—
" 5½% 1st Pref.	10/-	9/10½	— -/1½
" 4½% New Debs.	£82½	£80	— £2½
General The. Pref.	8/1½	8/1½	—
" 6½% 1st Mort. Deb.	£83	£82½	— 10/-
Kinemas	5/6	5/-	— -/6
London Pavilion £1 Ord.	10/9	10/9	—
" 6% £1 Pref.	15/-	15/-	—
Ldn. and District	-/6	-/6	—
Mde. Tussaud New 1/- Def.	1/7½	1/9	+ -/1½
" £1 Prefd. Ord.	16/6	16/9	+ -/3
Moss Empires £1 Ord.	21/3	21/-	— -/3
" £1 Cum. Pref.	16/3	16/-	— -/3
Odeon 5/- Ord.	6/3	6/3	—
" 5% Debs.	£83	£82½	— 10/-
P.C.T. Ord. 10/-	23/-	22/3	+ -/3
" 7½% Ptg. Pf. Ord.	18/7½	18/9	+ -/1½
" Cum. "A" Pref. £1	23/-	23/-	—
" Cum. "B" Pref. £1	21/-	21/-	—
" Const. 7% Pref.	21/-	21/3	+ -/3
Scophony 5/- Ord.	2/9	2/9	—
Sound City (Films) 5/- Ord.	1/3	1/3	—
" 6% Pref.	5/-	5/-	—
Stoll Th. Corp.	2/1½	2/1½	—
Twentieth Cent. 5/- Ord.	-/6	-/6	—
" 6% Pref.	1/6	1/6	—
Union Cinemas Ord.	-/9	-/7½	— -/1½
" 1st Pref.	4/-	3/6	— -/6
" 2nd Pref.	1/3	1/3	—
Union Cin. Sub. Props. 6% Pref.	13/-	13/3	+ -/3
" 4/- Ord.	3/9	3/9	—

£1 shares unless otherwise stated.

QUOTA SUMMONSES DISMISSED

Four Prosecutions at Westminster

A NUMBER of summonses against provincial showmen for failure to render returns under the 1927 Quota Act were dismissed at the Westminster Police Court on Thursday on payment of costs.

Albert Laycock Wood, Albert Hall, Darwin, Lancs, had been reminded twice by the Board of Trade, it was stated, by Albert Farrow. The return had now been handed in court to the witness and was in order.

The magistrate said that the defendant had written saying that he had been ill and was now out of work. He was ordered to pay £2 2s. costs.

Deeping Amusements, Ltd., were summoned in respect of the Empire, Market Deeping, Lincolnshire, and, through Norman Hart, pleaded guilty.

Mr. Hart said the delay was due to a misunderstanding between two officials. When it was realised that the return had not been sent by the required date, the matter was immediately attended to.

Defendants were ordered to pay £5 5s. costs.

When the summonses against the Abergavenny Coliseum, Ltd., in respect of the Coliseum and the Pavilion, Abergavenny, came to be heard, Albert Farrow, of the Board of Trade, said he had received the required returns in court that afternon.

The manager of the two kinemas said he was taken ill and consequently all major details of administration had to be left until he recovered.

These summonses were also dismissed upon payment of £3 3s. costs.

"SECRETS OF LIFE" FOR WORLD'S FAIR

Honour for G.B.I.

The secretary of the Travel and Industrial Development Association of Great Britain and Ireland has notified Mr. Bruce Woolf that two Gaumont-British Instructional "Secrets of Life" films, "The Tough 'Un" and "The Catch of the Season," have been recommended for showing to general audiences in the United Kingdom Pavilion at the New York World Fair.

London Pavilion Profits

Accounts of the London Pavilion, Ltd., for the year to December 31 last show a profit of £13,249, compared with £13,061 for 1937.

With the amount brought forward from the previous year the sum available is £17,707, compared with £18,908. Preference dividend takes £2,000, and the maintained ordinary dividend of 6 per cent. requires £7,800. General reserve this time gets £1,500, compared with £2,000. A further £500 is allocated in reduction in expenditure on the premises, against £1,000 last time, and the sum of £4,907 carried forward, against £5,108.

The fifty-second annual meeting will be held at the registered office of the company at Cranbourn Mansions, Cranbourn Street, London, W.C.2, on February 9, at 12.15 p.m.

Receiving Order Against Soskin

A receiving order in bankruptcy was announced in the *London Gazette* on Wednesday against Simon Soskin, described as a company directors, of Sackville House, Piccadilly, W.1.

"INSPECTOR HORNLEIGH"

Scenes from INSPECTOR HORNLEIGH, a thriller based on the famous B.B.C. character which 20th Century-Fox will shortly trade show. Gordon Harker is starred in a prominent cast which includes Hugh Williams, Alastair Sim, Miki Hood, Edward Underdown

Slim Summerville, Claire Trevor and Jean Hersholt in a scene from FIVE OF A KIND, which 20th-Fox is Trade showing on Friday, at 11 a.m., 3 p.m. and 6.30 p.m.

THE TRADE AND NATIONAL SERVICE

C.E.A. Discussion With Home Office

THE attitude of exhibitors towards the National Service proposals in general and A.R.P. in particular, is to be the subject of discussion between C.E.A. headquarters and the Home Office. Meanwhile, the first steps in this direction have been taken at Bristol.

A special meeting of Bristol members of the Bristol and West of England C.E.A. branch decided that the city exhibitors would give every possible assistance to the National Service campaign.

Arrangements are being made for the National Service officer for the city to attend a meeting of Bristol exhibitors to discuss the methods by which the kinemas can best help National Service.

Privilege Admissions Refused

At the same meeting an application was received from the Railway Employees' Privilege Tickets Association asking Bristol exhibitors to grant a concession in admission prices to members of the association.

It was pointed out that there was already a resolution in the minutes to the effect that requests of this kind for price concessions to certain sections of the public should not be granted.

The meeting agreed to adhere to this decision.

TRIUMPH OF "THE MIKADO"

Provincial Trade Shows

General Film Distributors have further reports of the spectacular success of "The Mikado" on the occasion of its provincial Trade shows at Leeds, Manchester, Liverpool and Nottingham, where it has been acclaimed by all as a brilliant masterpiece.

Congratulatory messages couched in terms of ardent admiration for this magnificent production have been pouring in from all sides, while the presentations of the film in these towns have been punctuated with displays of genuine enthusiasm, and the finale has been marked by prolonged applause.

"The Mikado" is due for release by General Films on Monday, October 9, 1939.

Questions in the House

TAX—LABOUR—QUOTA

More Relief Urged For Stage

KINEMAS £5,500,000 CONTRIBUTION

FIVE and a half million pounds are received annually by the Government in respect of the Entertainments Tax on kinemas.

This information was given in reply to a question by SIR EDWARD GRIGG, who asked the Chancellor of the Exchequer what was the present approximate annual revenue to the State in respect of the Government's share of wireless receiving licences and entertainment duty upon admissions to kinematograph theatres and dog-racing tracks; and whether, in view of the competition of these new forms of entertainment with the living theatre, he could now review the desirability of relieving the latter form of entertainment entirely from the burden of entertainments duty.

CAPTAIN EUAN WALLACE said that the present approximate annual revenue accruing to the Exchequer from wireless receiving licences was £409,000, and from entertainments duty in respect of admissions to kinemas £5,600,000; separate statistics in respect of admissions to dog-racing tracks were not available. As regards the second part of the question, he would refer to the answer which he had previously given to Mr. Denville.

ALFRED DENVILLE asked the Chancellor of the Exchequer what arrangements he intended to make to implement the undertaking which he recently gave to examine the working of the tax imposed on living entertainment in this country before imposing it again in its present form or at its present rate.

CAPTAIN EUAN WALLACE, the Financial Secretary to the Treasury, said that his hon. friend might rest assured that the undertaking to which he referred would be duly implemented.

"THE OUTSIDER"

George Sanders, Peter Murray Hill and Lesley Wareing in a scene from THE OUTSIDER, recently Trade shown by Associated British

Trade Show Collections To Help C.T.B.F.

SHEFFIELD PROPOSAL TO COME BEFORE LOCAL C.E.A. BRANCH

THAT there had been a reduction in the number of applicants for assistance during 1938, as compared with the previous year, was disclosed at the annual meeting of the Sheffield Cinematograph Trades' Benevolent Fund, held at the Central P.H., Sheffield, on Saturday, by the honorary secretary, Arnold R. Favell. He added, however, that although the calls on the fund had been less than the average, he thought it was very necessary to maintain income at the present level so as to be able to be in a position to assist all cases. Last year's subscriptions were less, due to a few halls outside Sheffield not subscribing.

The balance over expenditure was £70, making a total credit balance of over £2,000.

Commenting on the report, Isy Graham, presiding, paid a tribute to the foresight of the "old brigade"—men like the late W. T. Gent and the late H. Bramwell—in initiating the fund. He said it was well to remember those people whose wise actions they realised in hearing such good reports.

Councillor Harold S. Gent (chairman of the Sheffield C.E.A.) spoke of the careful and sympathetic work of the secretary in investigating claims on the fund.

Councillor Gent regretted that more houses had not contributed, and he hoped that when applications were sent out those to whom they were sent would give them sympathetic consideration.

F. Gregory, for the projectionists, said all projectionists appreciated the work of the fund. S. Kirkham proposed thanks to the Projectionists' Guild for their excellent assistance.

Isy Graham was re-elected chairman, and Mr. Kirkham vice-chairman.

G. H. Newton was re-elected treasurer, and Arnold R. Favell will continue as secretary.

The committee consists of Isy Graham, S. Kirkham, and T. F. McDonald (trustees); Coun. H. S. Gent, G. H. Newton and W. Bryan (representing the Sheffield branch C.E.A.); V. Nelson and H. Dowson (Renters' representatives); F. Gregory (Projectionists' Guild), and F. Hire (Musicians).

Coun. Gent promised that Mr. Graham's suggestion that collections be taken at trade shows would be considered by the C.E.A. branch. While not approving of collections at every trade show, he thought they might be made occasionally. At a recent showing of the "Mikado" a collection of £8 7s. was taken—a gratifying sum.

MINISTER COMPLETES WORKING CONDITION INQUIRY

Ernest Brown's Statement

REPLYING to Harry Day in the House of Commons last week, ERNEST BROWN, Minister for Labour, stated that he had now completed his inquiries into the working conditions of the employees engaged in the kinematograph Industry. As he had stated previously, a number of agreements had been made for various districts, and discussions relating to other districts were still proceeding. The services of his Department were at all times available to render such assistance as might be possible and desired.

HARRY DAY: What, if any, arrangements are made for the small exhibitor who owns only one hall, and is not a member of any association?

Mr. BROWN: I would like to see the question on the paper. Hon. Members will appreciate that, in all industrial matters, we always prefer to proceed by negotiation between representative bodies of employers and employed.

JACK LAWSON: Is the right hon. gentleman aware that some of these conditions are scandalous and that these matters are being neglected?

Mr. BROWN: I am quite sure that we are proceeding in the most effective way to get the difficulties remedied which we want remedied. I pointed out that a number of agreements have already been made and others are in process of negotiation. In my judgment it is the best way of proceeding.

J. CHUTER asked whether the Labour Minister could give an estimate of the proportion of people in this Industry not covered by agreement, and HARRY DAY wanted to know whether he was not going to take any further action in the matter.

Mr. BROWN: We are always at the disposal of the Industry. As the House knows, it is much better for the men concerned and the employers' association concerned to seek voluntary agreement, rather than for the Ministry to intervene and perhaps do more harm than good.

HARRY DAY: How can that apply to cases where the people concerned do not belong to any association?

There was no reply.

QUOTA ADJUSTMENTS?

TOM SMITH asked the President of the Board of Trade if he was in a position to make a statement with regard to the resolution passed by the film producers' section of the Federation of British Industries, to the effect that British film producers thought an increase in quotas was necessary for the saving of the British film production Industry.

OLIVER STANLEY said he understood that the Cinematograph Films Council was considering representations from the Film Producers' Association and others. Under that Act, the quotas could be varied in certain circumstances after consideration by the Council.

Southern Midlands Annual Meeting

HERTS S.O. HOURS UNSATISFACTORY

THEO. FLIGELSTONE presided at the annual meeting of the Southern Midlands branch, which was held recently in London, but after the acceptance of the reports by the treasurer (R. Chetham) and the secretary (E. J. Carpenter) vacated the chair when nominations for the new year's officials were called for.

N. A. AYRES nominated Theo. H. Fligelstone; as vice-chairman of the branch he had been privileged to work under Mr. Fligelstone and he was sure all the members recognised the efficient and courteous manner in which he had carried out his duties as chairman. The year 1939 was bringing in many problems, the labour agreement being the first to be tackled, and the branch had need of a chairman of the calibre of Theo. H. Fligelstone.

W. SOUTHAN MORRIS seconded this nomination, which was supported by several other members and carried unanimously.

Mr. FLIGELSTONE again took the chair and expressed his thanks to the members for their expressions of appreciation.

R. CHETHAM'S nomination of N. A. AYRES as vice-chairman of the branch was seconded by E. W. CHEESMAN and carried unanimously.

Other Officers

Mr. Chetham was again unanimously elected as treasurer of the branch; and L. Salmons, W. Southan Morris and H. D. Pascoe were nominated and elected trustees of the branch.

H. Bancroft, E. W. Cheesman, A. W. Green, W. F. J. Hewitt, A. S. Moss, J. W. Powell, E. Peall, D. C. Walls, A. J. Pointer, W. D. Murkett, E. E. Smith, G. Watts, J. Rose and W. H. Attrill were elected on the Executive Committee.

R. Chetham, W. Southan Morris and N. A. Ayres were elected delegates to the General Council.

R. Chetham was elected as premier General Council delegate to serve on the General Purposes Committee.

For Labour Questions

The CHAIRMAN asked for nominations for members of Special Committee to negotiate agreement with N.A.T.K.E. The following members were elected to serve: R. Bromhead, Mr. Dewes, Mr. Lundy, A. S. Moss, D. C. Walls, W. H. Attrill, A. W. Green, O. Cooper, and the officers of the branch.

For W.E. Users

R. CHETHAM and N. A. AYRES gave the reports of the General Council meetings and stated that members using Western Electric sets are advised not to sign new agreements at present.

It might be possible to get the service charges modified.

Herts Sunday Opening

The permitted hours, 8 to 11 p.m., had been tried and found not suitable to the public. The secretary was instructed to write to the Hertfordshire C.C. Licensing Committee asking for immediate contact with a view to getting the hours altered.

The next meeting of the branch was fixed for Wednesday, April 19, at 11.15 a.m., at Broadmead House.

TWO MORE FOR OAKHAM

Three to Serve 4,000 Population

Thomas E. H. Black, proprietor of the Regal, Oakham, Rutland, has announced his intention to erect a new kinema at Station Road to be known as the New Regal, and it is also learned that plans presented by Mr. Cole at Leicester had been passed by the local Urban Council for another kinema—the Trocadero—in High Street.

At present Oakham has one kinema—the Regal—and if these two projects materialise there will be three theatres to serve a population of about 4,000!

Neighbouring towns have one kinema to every 5,000 people. Stamford (10,000), has two kinemas, Melton Mowbray (9,900) two, and Grantham (20,000) four.

Mr. Black states that his plans include a car-park and café, and possibly a ballroom. Duosonic sound system by Gaumont British Equipment, Ltd., is being installed. It is understood that building operations will commence as soon as plans are passed.

Over 200 dancers attended a dance organised by the Ritz, Tonbridge, at the Medway Hall in aid of the funds of the Tonbridge Cottage Hospital.

N. WESTERN FULL AGENDA

Friday's Meeting

Members of the North Western C.E.A. are reminded that the next general meeting will be held at the office of G. Dudley West, Liverpool, on Friday, February 10. Principal items on the agenda are:—

Report of meeting of Birkenhead licensees, with reference to Saturday morning matinées.

Communication from North Staffordshire branch concerning the question of two super films in one programme.

Correspondence from Cheshire County Cinemas, Ltd., re third quinquennial valuation.

Reports of meeting of Western Electric users; special meeting re gifts and prize schemes; wages sub-committee dealing with kinemas taking £100 and under per week.

Application for membership has been received from J. F. Emery Circuit, in respect of Roxy, Birkenhead.

Two changes of nominees are advised:—Odeon, Crewe, from L. O'Shea to A. C. Swift and Palace, Winsford, from E. W. Wyatt to J. B. Binmore.

SHEFFIELD AND W.E. CHARGES

At a representative meeting of Western Electric equipment users in the Sheffield C.E.A., held at the King's Head Hotel, support was pledged to the association in their efforts to obtain a reduction of charges.

It is understood that information was given by members of the number of visits paid by the company's engineers, and other data, and after due consideration it was considered that the present stipulated charge reduction was insufficient.

THE GRAND NATIONAL SALES FORCE

The sales organisation formed by Maurice Wilson and Jeffrey Bernerd, joint managing directors of Grand National Pictures, is now in being and comprises some of the most popular and energetic personalities in the industry. Grand National starts its renting activities on February 22 when "The Mind of Mr. Reeder," featuring Will Fyffe, will be the first of six subjects, four from American studios and two British productions which will inaugurate the operations of our latest big-scale renting concern

GRAND NATIONAL SALESMEN

A. JARRATT,
Circuit Representative

G. BERNERD, Jun.,
London.

C. BEVERIDGE,
Glasgow Branch Manager

GENERAL SALES MANAGER
Jules Simmons

LOUIS DEAL,
Manchester Branch Manager

T. S. BUHICROSAN,
Manchester.

CHARLES MILLER,
London.

HARRY WILTON,
North Ireland Manager

MONTY SIMANS,
Leeds Branch Manager

PHIL GILES,
Liverpool.

H. DAVIS,
London.

ASSISTANT TO SALES MANAGER,
H. W. Beyfus

STANLEY TABE,
Birmingham.

F. G. O. CROSS,
Glasgow.

W. A. GREEN,
Newcastle Branch Manager

D. FREEDMAN,
Liverpool Branch Manager

R. G. ALEXANDER,
Cardiff.

G. KAY,
Nottingham Salesman

WILFRED PHILLIPS,
Cardiff Branch Manager

LESLIE MORRIS,
Cardiff.

JULIUS HARRIS,
Sheffield.

HAROLD B. PIER,
Birmingham Branch Manager

QUOTA PROPOSALS IN IRELAND

Government To Meet Renters

STATE SUBSIDIES FOR PRODUCTION

Following an exhaustive probe into the kinema industry, the Government of Eire may establish an Irish film industry, backed by State subsidy and quota legislation.

A meeting will be held this week between representatives of the Government and members of the K.R.S., at which, it is stated, the renters will furnish details of the status of each Hollywood and British agency operating in Eire, together with data regarding the sums of money exported to the big agencies each week for all films exhibited in Eire.

The question, which has been under consideration for some considerable time, came to a head last week, when, at the request of the Ministry, representatives of the Theatre and Cinema Association (Ireland) met officials of the Eire Department of Industry and Commerce at the office of the Department in Dublin.

The Trade, which was represented by P. Farrell, Vice-President of the Association, and J. Fagan, Maurice Elliman, Alderman J. J. Farrell, M. Baum, W. Chambers and G. Nesbitt, expressed willingness to place advice at the disposal of the Government.

The Association shortly will submit a memorandum to the Department of Industry and Commerce on the subject.

Details of Footage

The Theatre and Cinema Association have already furnished details of footage of British and American films shown in each area, exhibited over circuits and independent houses throughout Eire, and amounts paid by exhibitors to producing companies, with takings on Irish and Anglo-Irish fictional and feature reels.

With the aid of further data supplied by the Eire Customs and Excise, the Department of Industry and Commerce will assess the facts given by the two Trade organisations, and put forward a scheme. As this will take some time it is not expected that any announcement of the Government's intentions will be made for many months.

When members of the Exhibitors' Association went to the Department last week it is understood that they were informed that officials already had in mind a scheme in relating to an Irish film industry. Some details of this were explained, and amendments to it were put forward by the Association pending further meetings.

Exhibitors' Requests

The Association made several requests to the Minister relating to high rates of entertainment tax; revision of import duties on films; and protection against the chain system of kinemas with head offices in Britain or other "foreign" countries.

Although these questions were discussed, it is learned that the main issue at the meetings was the question of an Irish film industry. The Association is expected to press its requests at later meetings.

An agitation for an Irish film industry has been proceeding for some time in Eire, and it is known that the Minister for Industry and Commerce, Sean Lemass, who has been the driving force behind the country's industrialisation campaign, favours the project.

Recently a sub-committee of the Federation of Irish Manufacturers—a country-wide organisation for the promoting and furthering of Irish native industries—specially appointed to deal with the subject, reported to the Minister that the time never had been so opportune for the development of an Irish film industry.

The Committee recommended establishment of a quota for Irish films, and informed the Minister that Ireland was one of the few countries with no proper film news service and no interest or educational films. It was urged that one-half of news reels exhibited should be of Irish production; that there should be a quota of at least 400 feet per performance for short Irish films dealing with industry, culture, sport, music and agriculture.

Valerie Hobson, who is to play the feminine lead in PEACE IN OUR TIME at Denham, for Paramount release

A LEFT-HANDED COMPLIMENT

90 PER CENT. OF FILMS "AS BAD AS 'EXTASE'"

Two films, "Extase" and "Damaged Lives," caused discussion at Tuesday's meeting of Coventry City Council. It arose on a question by Coun. G. E. Roberts as to why the Watch Committee had given permission for the exhibition of "Extase," a film which had not been passed by the British Board of Film Censors.

The vice-chairman of the Watch Committee (Coun. Mrs. Cant) said she did not see this picture, but upon reports received she thought the Committee did quite right in passing it, whatever other people did.

The Mayor (Ald. S. Stringer) said approval for exhibition of this picture was left to local authorities. He was present at the view given to the Watch Committee and his opinion was that 90 per cent. of films shown in Coventry were "quite as bad as this."

Coun. Mrs. Corrie complained as a member of the Watch Committee that she had not been invited to the preview in question.

Coun. Mrs. Cant criticised the direction given for the sex segregation at last week's exhibition of "Damaged Lives." The speaker felt that a picture which was fit to be seen by a decent man and wife or girl and her boy should have been available for them to see it together.

MUSIC LICENCE FOR KING'S, ROCHDALE

Police Want to Know Reopening Date

In applying at Rochdale Sessions for a music licence to be granted to William N. Smithies, of Birtle, for the King's Cinema, Kingsway, Keith Hudson recalled that the building had been disused since last June.

It had since been purchased by James Brennan, of Barrow-in-Furness, from the King's Road Cinema (1923), Ltd., and was being reconstructed at a cost of £7,000. Its seating capacity would be 724.

The Chief Constable, replying to the chairman, remarked that when the magistrates had consideration of this building before them previously it "approximated to a rathole." Now he believed it would be what had been claimed for it, and he supported the application, although he would like a date suggested when the premises would be completed.

After conferring with a representative of the owner, Mr. Hudson said the building would be completed by February 27.

The magistrates thereupon granted a music licence as from that date.

SURREY BAN

Surrey C.C. Licensing Committee has refused permission for the public exhibition of the film "Club de Femmes" in the administrative county and given permission for the film entitled "Marriage Forbidden" to be exhibited on certain conditions, which include the prominent display of a notice so that no person can enter the premises without being made aware of the subject matter of the film.

"Gone With the Wind" Cast Announced

"Gone With the Wind" is scheduled by M-G-M to go into production at the end of January with Vivien Leigh as Scarlett O'Hara, Clark Gable as Rhett Butler, Leslie Howard as Ashley Wilkes, Olivia de Havilland as Melanie Wilkes, Hattie McDaniel, Oscar Polk and Marcella Martin in other supporting rôles.

David O. Selznick will produce the film and George Cukor will be the director. The screen play is by Sidney Howard and Oliver H. P. Garrett. Susan Myrick, famous authority on the speech, manners and customs of the American South, will serve as technical adviser. Joseph B. Platt has been signed as Designer of Interiors. The picture will be photographed entirely in Technicolor.

Metro-Goldwyn-Mayer will release the Selznick International production of Margaret Mitchell's best-selling novel.

ROTHERHAM REOPENING

£2,000 Improvements Scheme

The Cinema House, Rotherham, reopened on Monday under the control of Star Cinemas (London), Ltd., who recently took it over. J. Ives has been appointed resident manager.

The kinema was closed all last week for purposes of reconstruction, which are estimated to cost £2,000.

"THE MIND OF MR. REEDER"

Chili Bouchier and Will Fyffe in a scene from the Jack Raymond production THE MIND OF MR. REEDER (Grand National)

New Censorship Moves in Northern Ireland

FAILURE TO RAISE BAN ON "FRANKENSTEIN"

An attempt to raise the ban on "Frankenstein" imposed by Belfast Police Committee has been unsuccessful. A resolution submitted at the February meeting of the Belfast Corporation that the action of the Police Committee be rescinded was lost by a majority.

Alderman Robert Pierce said it was regrettable that the film should have been forbidden. It had been shown elsewhere in the British Isles, and he thought the decision of the committee was mere hypocrisy.

Ald. Harry Midgley, seconding, said he opposed the ban mainly on the grounds that the action of the committee affected the liberty of the subject. He warned the people in Belfast that it might be in the future there would be other influences throughout all Ireland which would not alone interfere with the rights in regard to films but also regards their literature and other matters.

Coun. J. Kilpatrick opposed the lifting of the ban on the grounds that the picture would be injurious to the young.

Ald. Chambers declared that liberty could be carried too far and for that reason he was strongly opposed to the public showing of the film.

Derry Campaign

An effort is being made to raise the matter of censorship at Derry. At the February meeting of the Corporation Ald. M'Court, who said he was somewhat hazy regarding the actual working of the Corporation censorship committee. A short time ago, he said, he saw two pictures, the subject and nature of which, in his opinion, should have precluded them from being shown anywhere, but more especially in Derry City, and to an audience which included juveniles. He wanted to know what a member of the Corporation should do if he came across pictures being shown in the city which he thought should not be allowed.

The Town Clerk said if the matter were reported he would call a meeting of the Censorship Committee at once for the purpose of viewing the picture in question and decide whether it should be shown or not.

Coun. R. J. Finlay suggested that it would be much more simple to close their eyes to the whole matter.

It was pointed out that although a synopsis of each picture was sent to the Corporation before it was shown it was frequently impossible to judge a film from the literature.

The matter is to be raised at another meeting at an early date.

Paying at Free Shows

A new idea has been adopted in connection with the showing of publicity films in Northern Ireland. Instead of letting the public in free, a nominal charge is made or a silver collection is taken, and the proceeds devoted to a local charity.

A Presentation

Prizes in connection with the "Lone Ranger" competition at the Imperial, Belfast, were distributed by P. M'Cvana last week. The stunt secured valuable publicity in the local papers and patrons are hoping that George Lodge will run another. P. M'Cvana, managing director of the house, handed over the £5 prizes to the successful patrons.

Getting Ready

Walter M'Nally, general manager for RKO-Radio for Ireland, and Nick Carter, his Northern representative, are arranging for the Trade show of "Gunga Din" at the Ritz, Belfast, on February 15, when it is expected that there will be a record attendance of the Trade.

News in Brief

A midnight matinée in aid of Masonic funds was held in the Maypole, Holywood.

A private showing was held in Belfast of a film made by Harold Lowenstein on behalf of Technique Films, Ltd., dealing with the Special Powers Act in Northern Ireland. Whether it will be permitted to be publicly shown in Northern Ireland is, however, open to doubt.

ALL EXITS MUST BE USED

Ormskirk Bench's Instructions

BEFORE granting the renewal of the kinematograph licences at Ormskirk Sessions on Friday, C. E. Maples, who presided, said the Bench wished to emphasise that the public should be trained to use every available exit. Calamities were largely due to the public all making for one exit, not having been trained to use them all. He asked that at every performance all exits should not only be open, but that the public be encouraged to make use of them.

All the licences were renewed on condition that the exits were used as stated. It was up to the managers of the halls to encourage the people to leave by the various exits.

Frank G. Donaldson applied for the transfer of the licence of the Pavilion, Ormskirk, to John Holden. It was stated that Mr. Donaldson, the present licensee and owner of the kinema, did not reside in Ormskirk and had appointed Mr. Holden as manager. It was more desirable that the person in charge and who looked after it should hold the licence.

The application was granted.

WOULD CURB CRITICS

"Patrons Should Judge," Says Duce's Son

Vittorio Mussolini, the Duce's film-minded son, proposes in his weekly filmgoer's newspaper that critics should be banned from the first showings of new films.

"Italian critics are too severe, too controversial," he writes.

"They are incoherent, and their veiled irony is sometimes dangerous. They often sway the public mind in the wrong direction."

Signor Vittorio Mussolini proposes that the public should see a film first and form their own opinions on its merits or demerits. The critics should then be permitted to appraise the public reaction and write their reviews on the basis of the popular verdict.

"In this way we shall eliminate imprudent, exaggerated and unjust judgments," he says.

"Let the public judge for itself and attain kinema-consciousness."

U.A. AND WORLD WINDOWS

Contract for Second Series

United Artists announce that they have entered into a contract with Count and Countess Keller for the distribution of a second series of World Window short features. The first series of twelve have either been delivered or are in the final stages of completion.

The most recent of the first series, "Petra," will be screened at the Cambridge Theatre on Thursday, February 9, at 8.30 p.m., preceding the showing of Hal Roach feature "Topper Takes a Trip."

Count and Countess Keller are now in India preparing features for the second series.

KINEMA FOR SOUTHBOROUGH?

At a meeting of the Southborough Council the Town Planning Committee reported that the applicants for permission to erect a kinema on a site near Weaver's Tearooms had agreed to pay the cost of the necessary advertising.

In view of the time which had elapsed since the original application, the clerk stated that he had obtained the applicants' written consent to an extension of the time in which a decision was to be given from two to three months.

BRISTOL MANAGER WEDS

One of the best known personalities in Bristol managerial circles, Bert Smith, manager of the Regent, Kingswood, of which he has been in control for a number of years, was married the other day to a Bath lady, Miss Evelyn Millard. As a wedding gift the staff of the Regent presented Mr. Smith with a silver and crystal glass salad bowl.

New Films at a Glance

Title and Renter.	R.T. and Certificate.	Stars.	Remarks.	Box-Office Angle.
Gunga Din (RKO-Radio)—American.	110 min. (U)	Victor McLaglen, Cary Grant, Douglas Fairbanks, Jnr.	Rousing melodrama of military life on the North-West frontier in the 'nineties. Adaptation resourceful, team work excellent and presentation spectacular.	Excellent general booking. A box-office certainty for all classes, family included.
† Kentucky (20th Century-Fox)—American.	95 min. (U)	Loretta Young, Richard Greene, Walter Brennan.	Romantic melodrama of life in Kentucky, headquarters of horse-racing in America. Story conventional but popular, cast attractive and scenic qualities superb.	Excellent general booking. Great for the family.
Scouts to the Rescue (Universal)—American	12 two-reel Eps. (U)	Jackie Cooper, Vondell Darr, William Ruhl.	Typical serial fare, but done with more than ordinary skill and conviction. Authentic backgrounds and genuine thrills.	Should have the desired effect of bringing the younger generation in again.
She Kidnapped a Man (Ace)—Italian.	70 min. (A)	Katherine Boratto, Victor de Sica,	Piquant sex comedy of plural deception. Story bright, acting polished and voice dubbing convincing.	Capital light entertainment for all classes. Safe for the family.
Sisters, The (First National)—American.	97 min. (A)	Bette Davis, Errol Flynn, Donald Crisp.	Period romantic melodrama of life in and around San Francisco at the beginning of this century. Family ties are the connecting link. Story eventful, acting very good and technical presentation excellent.	Outstanding box-office attraction. Safe for the family.
Wild Bill Hickok (Columbia)—American.	Series, 10 Episodes (U)	Gordon Elliott, Monte Blue, Carole Wayne.	Robust Western serical, very well put over; actionful and picturesque.	Very good serial booking for popular halls. Excellent for juveniles.
Wings of the Navy (First National)—American.	89 min. (U)	George Brent, Olivia de Havilland, John Payne.	Aerial melodrama, showing how American service pilots are born. Story adequate. Team work very good and flying thrills magnificent.	Excellent general booking. Great for youngsters.

RE-ISSUE.

Yesterday's Hero (Pathe)—American.	62 min. (U)	Mickey Rooney, Ann Nagel, and Frank Shields.	Originally reviewed KINE., September 9, 1937.	

* A British Picture. † In Colour.

REVIEWS FOR SHOWMEN

Gunga Din

RKO-Radio. American (U). Directed by George Stevens. Featuring Victor McLaglen, Cary Grant and Douglas Fairbanks, Jun. 10,000 feet. Release date not fixed.

ROUSING melodrama of military life on the North-West frontier in the 'nineties, suggested by Rudyard Kipling's poem, and specially written for the screen by Ben Hecht and Charles McArthur. Its showmanship is magnificent. The somewhat outmoded jingoism of the poet is subtly and exuberantly offset by the adaptors' glorious sense of humour.

The picture tells of the adventures of three comparatively modern musketeers—soldiers who put war before women and the flag before all—rather than a tribute to native loyalty and valour, and it is all the better from the popular entertainment standpoint for its slight departure from the original theme.

The acting is great and the presentation grand. It takes its place beside the screen's immortals, "Beau Geste" and "Lives of a Bengal Lancer." There can be no higher recommendation. Excellent general booking, a box-office certainty for both sexes, all classes and all ages.

Story.—Sergeants MacChesney, Cutter and Ballantine, three boisterous and inseparable pals, are ambushed by Thuggees, members of a native murder cult, while mending telephone wires in Tantrapur. They manage to escape, and return to the scene of the attack with augmented forces, only to find Tantrapur quiet. Ballantine, who is about to leave the service to get married, is somewhat fed up with the additional duties. To make matters worse, Cutter, a gullible one when it comes to stories of lost treasure, breaks jail, where he is hibernating for riotous behaviour, and follows Gunga Din, a native water carrier, to a temple reputed to be built of gold.

The temple turns out to be the headquarters of the Thuggees, and Cutter is captured and tortured. Gunga Din manages to escape, and he brings word of Cutter's plight to MacChesney and Ballantine. They, too, are captured. The regiment marches to their rescue, but is in danger of walking into a trap. Gunga Din, who has always wanted to be a soldier, is equal to the emergency, and saves the regiment at the sacrifice of his own life. Following his burial with full military honours, it is disclosed that Ballantine has been "persuaded" by his pals to renounce intended matrimony for further service.

Acting.—Victor McLaglen, Cary Grant and Douglas Fairbanks, Jun, are MacChesney, Cutter and Ballantine, and they score individually as well as in treble harness. There is hardly a pin to choose between them; they are a great team.

Sam Jaffe has no easy task as Gunga Din, but passes with flying colours. Joan Fontaine makes the most of the very slender feminine part, and Eduardo Ciannelli heads a powerful and particularly well-chosen supporting cast as the fanatical master of the Thuggees.

Production.—The film opens with a bang, with breezy skirmishes and spirited practical joking, and maintains its versatile and exuberant tenour throughout. The second half, which culminates with scenes of battle and valour staged on a scale that seldom, if ever, has been surpassed, is the more serious of the two, but stern realities are never permitted to check the entertainment's hectic pace. It is glorious adventure with melodrama, comedy, romance, lofty patriotism and military tattoo rolled into one. Although it comes from the U.S., it is British through and through. Confirmation of Rudyard Kipling's part in the picture is given by a discreet introduction to the poet in the memorable, dignified and exciting climax.

Detail, dialogue, atmosphere, and timing are excellent. Other powerful assets are title and star values. The film has, in fact, everything. We believe we have seen in it the box-office film of the year, young as the year is, and what is more, those whose judgments count share our belief.

Points of Appeal.—Great story, marvellous team work, big thrills, moving sentiment, compelling patriotic angle, irresistible comedy, superb technical presentation, marvellous title, and box-office star.

Kentucky

20th Century-Fox. American (U). Directed by David Butler. Featuring Loretta Young, Richard Green and Walter Brennan. 8,634 feet. Release date not fixed.

HERE we have a romantic melodrama of life in Kentucky, headquarters of horse-racing in America. The story conforms very much to pattern, and a good deal of the detail, which, incidentally, borrowed from the American book of form, is of no particular interest outside its country of origin, yet in spite of its conventional twists and alien sportsmanship it succeeds at arriving at wholesome, ingratiating and thrilling spectacular outdoor entertainment.

Superb Technicolor photography does the trick. It gives glamour to the obvious and, at the same time, creates universal appeal. The film is, in fact, America's answer to "Wings of the Morning." Incidentally, star values are profound. Excellent general booking.

Story.—During the Civil War the Dillons and the Goodwins, Kentucky racing families, take opposite sides. John, head of the Dillon family, is forced to commandeer horses owned by Thadeus, head of the Goodwin family, and when the latter resists he is shot. The incident is never forgotten and bitter enmity exists between the two families throughout the passing years. In 1937 John Dillon, banker and horse-breeder, is at loggerheads with his son Jack. Jack wants to become a trainer, but his father wants him to stick to banking.

The crisis comes when John refuses to grant a loan to Thadeus Goodwin, present head of the Goodwin family. Jack disagrees with his father and decides to set up as an independent trainer. Meanwhile, Thadeus dies and his wife swiftly follows him to the grave, leaving their daughter, Sally, in the keeping of Peter Goodwin, Thad's brother.

Peter is an authority on horses, and Jack, without disclosing his identity, becomes his and Sally's trainer. Their only horse is Blue Grass, an animal out of John Dillon's stable. Blue Grass, of course, subsequently saves the Goodwin fortunes, and brings romance to Sally and Jack, but not before misunderstanding is given full rein.

Acting.—Loretta Young and Richard Greene are keenly matched as Sally and Jack, for each is young and attractive. But the best performance of all comes from Walter Brennan. He is great as the irascible judge of horseflesh, Peter Goodwin. Well supported as the principals are juvenile Bob Watson, Moroni Olsen, Willard Robertson and Karen Morley.

Production.—A picturesque period prologue gives some semblance of point to the ingenuous story, while the actual development is so contrived as to contact moments of really serious drama and touches of crisp comedy.

Transcending everything, however, is the natural beauty of the Kentucky backgrounds and the nobility and magnificence of the thoroughbreds. These compelling characteristics are given full justice by Technicolor, hence the picture's wide appeal. In sharing his responsibilities with his cameraman, director Dave Butler has taken an invulnerable box-office move. "Kentucky" is a certain winner.

Points of Appeal.—Refreshingly ingenuous story, attractive cast and stars, irresistible racing thrills, popular romantic angle, delightful equine portraiture, exceptional scenic qualities and colour.

The Sisters

First National. American (A). Directed by Anatole Litvak. Featuring Bette Davis, Errol Flynn and Donald Crisp. 8,887 feet. Release date not fixed.

PERIOD romantic melodrama of life in and around San Francisco at the beginning of this century. The marital adventures and misadventures of three sisters are the main planks of the eventful, poignant and theatrically exciting tale. The technical highspot is a vivid re-creation of the earthquake of 1906.

Story and spectacle are securely welded by particularly fine acting on the part of Bette Davis, the keenness and subtlety of the supporting cast and the showmanlike distribution of essentials by the director. Mass, feminine and industrial appeal cast-iron. Outstanding box-office attraction.

Story.—Louise, Helen and Grace are daughters of Ned Elliott, a Montana chemist. Louise is swept off her feet by Frank Medlin, a sports writer from San Francisco, and marries him within a week. Helen is more mercenary, she inveigles Sam Johnson, a millionaire widower, into marrying her. Grace, the most stolid of the three, weds Tom Knivel, son of the local banker. Helen is soon widowed, but continues to run true to form. Grace has to suffer minor infidelities on the part of her husband, but is otherwise happy.

Louise, however, experiences life in the raw in Frank's alcoholic, improvidence and irresponsible hands. Unable to compete with the financially secure husbands of his wife's sisters, he loses heart, drifts, and finally runs away to sea. Still, after surviving San Francisco earthquake and other spectacular adversities, husband and wife are reunited in circumstances similar to those in which they originally met. Their happiness is shared with the sisters.

Acting.—Bette Davis makes something profoundly impressive of the rôle of Louise by the sheer force of her acting and personality. The same cannot be said of Errol Flynn. There is something missing, most probably depth, from his portrayal as Frank.

The support is, however, outstanding. Anita Louise and Bane Bryan register as Helen and Grace, while Donald Crisp, Beulah Bondi, Alan Hale, Dick Foran, Henry Travers, and Ian Hunter are each responsible for accurate cameos.

Production.—The picture is verbally aggressive, topographically wide, and atmospherically accurate, but a little too sketchy and obvious in outline fully to justify such prodigality of detail. The difference between wealth of presentation and comparative poverty of plot is, however, successfully smoothed out by intelligent and vital acting, and shrewd direction.

An alcoholic demise, a premature birth, old-time election fervour, tear stains on the letters home, wife desertion, life on the ocean waves, and the San Francisco earthquake are but a few of its hectic and compelling phases. These give it terrific face value. Box-office surface superfluity is consolidated by inherent and cunningly exploited feminine appeal. Lighting and photography are excellent.

Points of Appeal.—Versatile plot, colourful period, big spectacle, shrewdly cultivated human angle, obvious feminine appeal, good title, outstanding cast and star values.

Wings of the Navy

First National. American (U). Directed by Lloyd Bacon. Featuring George Brent, Olivia de Havilland and John Payne. 8,043 feet. Release date not fixed.

AERIAL melodrama showing with graphic and authentic regard for detail how American service pilots are made. The flying sequences are the best ever. The actual story is not so exciting as the flying school and test department curriculum; it is, in fact, little more than conventional triangle stuff based on family service tradition, but an agreeably and shrewdly selected cast, coupled with showmanlike direction and a masterly grasp of technical essentials, amply adjusts balance.

Taken all round it is a brilliantly conceived and, more important still, magnificently entertaining piece of propaganda. Excellent general booking.

Story.—Inspired by a monument erected to the memory of his pioneer father, Jerry Harrington transfers from the submarine service to the Pensacola Naval Air Training Station. Cass, Jerry's elder brother, is a senior officer instructor, and he does his best to curb Jerry's exuberance, but Jerry refuses to be held down and eventually qualifies as a pilot.

In the meantime Cass goes to Washington to discuss plans for a 'plane he has invented. During his absence Jerry and Irene Dale, Cass's girl, fall in love. Before they can tell Cass he is badly hurt in a crash and grounded. Cass's new 'plane is tried out, but its pilot is killed. Cass loses heart, but Jerry later takes up a sister ship and secures an Admiralty contract. By this time Cass realises that Irene and Jerry are in love and he does the big thing.

Acting.—George Brent and John Payne are perfectly cast as the two brothers, Cass and Jerry. The psychological difference in their mental make-up is cleverly stressed, while each has character and virility.

Olivia de Havilland is an attractive and sympathetic Irene, and Frank McHugh is responsible for some capital comedy. All the supporting rôles are skilfully and accurately etched.

Production.—The acting is, it will be observed, particularly good, but impressive as it is, neither it nor the story counts tremendously. It is the magnificent flying thrills that make the picture. These are to be found in plenty, first in the opening sequences at the Pensacola Naval Air Training station, which illustrate the hazards of training, and later in the second half at San Diego, where testing takes place. The latter scenes can be depended upon to bring the most blasé filmgoer to the edge of his seat.

Above everything the film is a technical triumph. Technicalities are not, however, stressed at the cost of feminine appeal. Like the service it represents, the film has a way with women. Finally a word for the timing and camera-work; both are faultless.

Points of Appeal.—Marvellous aerial thrills, good acting, brilliant camera work, human angle, catch title, feminine element, authentic atmosphere and star values.

She Kidnapped a Man

Ace. Italian (A). Featuring Katherine Boratto, Victor de Sica and Lillian Frances. 6,316 feet. Release date not fixed.

PIQUANT sex comedy of plural deception, elegantly set in an authentic Italian atmosphere. The film is of foreign manufacture and has dubbed English dialogue, but so smooth is the acting, natural the talk, and accurate the voice-doubling, that gay, provocative native flavour is abundantly preserved. The cosmopolitan touch is, incidentally, an attraction in itself. Capital light entertainment for all classes.

Story.—The Grand Duchess Sonia, a Russian exile, is commanded by the head of the family to marry Cyril, her cousin, for whom she has neither love nor respect. To avoid the unpleasant she says she is already married. A stately aunt takes her up on her admission, and Sonia finds it necessary to provide herself with a temporary husband.

A film actor named Robert is kidnapped and persuaded to fill the rôle. Embarrassment follows for all concerned, but things are straightened out when Sonia and Robert genuinely find themselves in love, and Cyril falls for Robert's former girl-friend, another deceiver.

Acting.—Katherine Boratto combines dignity with charm and sex appeal as Sonia, and Victor de Sica has an easy, polished manner with him as Robert. The supporting cast is equally good.

Production.—There have been many attempts to dub a Continental film for the English market, but few have been successful. This comedy, we are pleased to record, is a bright, piquant and provocative exception. It has wit, ingenuity and spontaneity, and new and refreshing elegance of background. Lighting, photography and recording are excellent.

Points of Appeal.—Snappy story, polished presentation, smooth acting, piquant twists, pleasing musical items and good title.

REVIEWS continued on page 16.

HAL ROACH
PRESENTS

Hold your sides!
Here comes Topper

Franklin Pangborn : Alexander D'Arcy : Mr. Atlas (The 'Thin Man' dog)

Directed by Norman Z. McLeod

Executive Producer Hilton H. Bres

Distributed by

UNITED ARTISTS

LONDON TRADE SHOW
CAMBRIDGE THEATRE
THURSDAY, FEBRUARY 9th, at 8.30 p.m.
Preceded by "PETRA," a World Window Production in Technicolor

SHORTS OF THE WEEK REVIEWED

ACE DISTRIBUTORS

POSSIBLES AND PROBABLES (Derby Secrets, No. 2). British (U). One reel. Release date not fixed.—First-class racing short speculating on possible Derby winners. Forecasts are by Templegate, famous *Daily Herald* Turf prognosticator. Commentary and photography very good. First-class fill-up for the masses.

ANGLO-AMERICAN

WINNER LOSE ALL. American (U). Featuring Charles Kemper. 1,763 feet. Release date not fixed.—Romantic comedy mix-up turning on the proverbial tight-fisted Scot. Songs by juveniles are thrown in as makeweight. Sound fill-up for most halls.

SING FOR SWEETIE. American (U). Featuring Lee Sullivan. 1,758 feet. Release date not fixed.—Vocal comedy with gangster interludes. Gags obvious but evergreen. Talent exuberant and staging good. Cast-iron for industrial halls.

AMUSE YOURSELVES. American (U). Featuring Jefferson Machamer. 1,845 feet. Release date not fixed.—Cameo musical show with the star, an artist, as king-pin. Clever drawings are employed to introduce versatile talent. Novel comedy fill-up for the majority.

LOVE AND ONIONS. American (U). Featuring Pat Rooney, Jun. 1,779 feet. Release date not fixed.—Rousing knockabout comedy interspersed with song and dance. Team-work and presentation good. Good for the industrial element.

JITTERBUGS. American (U). 1,824 feet. Release date not fixed.—Buster West and Tom Patricola in an amusing series of dinner-party misadventures. Humour is of the knockabout variety, with stolen turkey providing central gag situation. Principals fool effectively and put over some excellent eccentric dance numbers. Good comedy short for popular halls.

THE MISS THEY MISSED. American (U). 1,669 feet. Release date not fixed.—Willie Howard as a dumb detective who more by luck than good management succeeds in finding a long-lost heiress, despite machinations of gang of crooks. Star carries most of picture on his own shoulders, extricating himself from difficult, but amusing, situations with the aid of a bewildering number of disguises in which he presents himself as a Frenchman, a Scotsman, a Chinese and a stage Englishman, and eventually finds that missing heiress is his own girl-friend. Popular comedy fare.

REISSUE

Yesterday's Hero

Pathé. American (U). Directed by William Nigh. Featuring Mickey Rooney, Ann Nagel, and Frank Shields. 5,633 feet. Release date not fixed.

KINDLY romantic melodrama of small-town life, originally reviewed in KINE. on September 9, 1937. At the time we said: "The plot is built principally to fit the mature versatility of juvenile Mickey Rooney, and he meets his responsibilities with an eagerness that lifts the unpretentious entertainment into the box-office class." We have nothing to add, except to point out that Mickey Rooney is an even bigger star to-day than he was then. The difference entitles the film, although a re-issue, to its initial classification. Excellent programme booking for the masses and the family.

MONEY ON YOUR LIFE. American (U). 1,717 feet. Release date not fixed.—Bright comedy short, featuring Charles Kemper and Danny Kaye. Story deals with frantic efforts of insurance agent to preserve life of client who, after taking out a big policy, turns out to have been put on the spot by anarchist secret society. Humour is developed on popular slapstick lines and should be a useful filler in most programmes.

WANNA BE A MODEL. American (U). 1,506 feet. Release date not fixed.—Novel and ingeniously devised short starring Jefferson Machamer, the artist, who with the aid of a line-up of shapely "models" stages a gag and girl show, a feature of which is such technical tricks as bringing paintings to life and *vice-versa*. Excellent programme item for any hall.

BRITISH FINE ARTS

LONDON SYMPHONY. British (U). 1,963 feet. Release date not fixed.—Interest short depicting the changes in English town and country life. It begins with the early morning worker and ends with comprehensive shots of London's night life. Compilation and photography are very good, and these qualities are rounded off by John Hilton's competent and human compère. Very good featurette.

†*MERRIE ENGLAND. British (U). 1,838 feet. Release date not fixed.*—Famous fairs and festivals of England are the highlights of this interest short, and these carry it to Birmingham, Stratford-on-Avon and Nottingham. John Hilton furnishes the commentary, while pleasing Dufaycolor gives additional charm and interest to authentic backgrounds. Very good featurette.

FIRST NATIONAL

MERLE KENDRICK AND HIS ORCHESTRA. American (U). One reel. Release date not fixed.—Dance-band short with vocal intermission. Sound example of its type.

PARAMOUNT

†*MEXICO. American (U). One reel. Release date not fixed.*—Coloured travelogue, taking the form of an itinerary of Mexico. Compilation very ordinary, and photography not too well defined. Fill-up for small halls.

RKO-RADIO

†*LITTLE PANCHO VANILLA. American (U). One reel. Release date not fixed.*—Coloured cartoon burlesque of the bull-ring. Characters amusing, draughtsmanship bright, and colour photography good. Capital featurette.

†*FERDINAND, THE BULL. American (U). One reel. Release date not fixed.*—Cartoon adapted from Munro Leaf's famous story of Ferdinand and pictorially inspired by Robert Lawson's illustrations. The treatment is friendly and artistic, and the colour work excellent, but the result is not Walt Disney. Still, the cartoon is infinitely better than most and, by inviting controversy, is box-office.

† In colour.

TWO SERIALS

COLUMBIA

WILD BILL HICKOK. American (U). Directed by Mack V. Wright and Sam Nelson. Featuring Gordon Elliott, Monte Blue and Carole Wayne. Ten two-reel episodes. Release date not fixed.—Very good old-time Western serial presented with modern technique. It is just the stuff for the masses and for juveniles. There are thrills and last-minute escapes from death in plenty, and characterisation is generally on a higher level than is usual in chapter-plays.

Story deals with Wild Bill Hickok's efforts to put an end to bandits who, in the pay of vested interests, are trying to prevent the Texas ranchers from taking their cattle to the main market town.

Five episodes were shown: "Wild Bill Hickok's Law" (2,515 feet), which introduces the hero and depicts the setting off of a wagon train and cattle; "Bill Hickok's Flaming Arrows" (1,688 feet), in which he enrols lads in a sort of boy scout movement; "Blazing Terror" (1,559 feet), in which the wagon train is attacked; "Mystery Canyon" (1,661 feet), in which the bandits' hiding place is discovered; and "Flaming Brands" (1,912 feet), in which the Indians are incited to go on the war-path by the bandits.

Well developed against picturesque backgrounds, the story is quite well acted. Gordon Elliott is convincing and natural as Hickok, and sound performances are given by Monte Blue as a Texan ranger and Carole Wayne as his daughter.

Points of Appeal.—Thrill-packed Western dealing with famous American mounted policeman.

GEN. F.D.-UNIVERSAL

SCOUTS TO THE RESCUE. American (U). Twelve two-reel episodes. Average length 1,890 feet. Featuring Jackie Cooper and Vondell Darr. Release date not fixed.—Adventures of a troop of American Boy Scouts, in combating counterfeiters and Indians. Bruce Scott leads his troop into the deserted Ghost Town in search of buried treasure, which turns out to be counterfeit. Scanlon, father of Skeets, one of the scouts, is implicated through his renegade brother, and is kidnapped by the gang to do further counterfeiting. Marvin, a G-man, gets on the gang's trail, but is hindered by a mysterious tribe of Indians, who attempt to smash his car with a downfall of stones, and kidnap Bruce and Skeets.

Bruce escapes; he and Mary Scanlon, Skeets's sister, go to the rescue in a canoe, which is caught in the rapids. Escaping, they are involved in a gun-fight between G-men and the gang, in which the Indians participate.

After hairbreadth escapes from a stampede of horses, from fire, human sacrifice in the Indians' temple, and wild beasts, the Boy Scout troop are victorious, and triumphant in the discovery of a huge deposit of radium.

This is hearty melodrama in the true serial vein. Production values are excellent, great capital being made of the mountain venue. First-rate photography combines with straightforward acting to lend conviction.

Jackie Cooper is a virile and sympathetic Bruce Scott; Vondell Darr is adequate as Mary Scanlon, and William Ruhl plays the G-man with conviction. Humour is rather lacking, but is more than compensated by the rapid succession of genuine thrills.

Points of Appeal.—Boy Scout spirit and thrilling adventures will certainly have the desired effect of bringing the juveniles in.

8 1/4 MARKS. GOOD ENTERTAINMENT FOR THE MASSES. MARTIN SPELLMAN GIVES A REMARKABLY NATURAL AND DELIGHTFUL PERFORMANCE. PICTURE HOLDS STRONG HUMAN INTEREST. *C.E.A. Report*

HAS GRIP & HUMAN INTEREST. MARTIN SPELLMAN LIFTS FILM INTO 'MUST BE SEEN' CLASS. HE IS A REAL DISCOVERY. ARRESTING STORY ACHIEVES GREAT CONVICTION. EXCELLENT ENTERTAINMENT. *Daily Film Renter*

WHOLESOME & APPEALING ENTERTAINMENT. MONOGRAM INTRODUCE TALENTED NEW-COMER IN MARTIN SPELLMAN. CRISP & CONVINCING CLIMAX. UNDERSTANDING DIRECTION. VERY GOOD PRODUCTION QUALITIES. *The Cinema*

GOOD HEART APPEAL. POPULAR COMEDY ANGLES. A SAFE BOOKING. *Impartial Film Report*

FIRST-CLASS ENTERTAINMENT. NATURAL ACTING AND RESOURCEFUL DIRECTION. VIBRANT WITH PUNCH AND HUMAN INTEREST. *Kine. Weekly*

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Who Wants to Play Golf?

LANCS. ACCEPTS YORKS CHALLENGE

C. S. MACGREGOR, manager of the Manchester branch, First National, invites members of the Trade who desire to take part in a golf match to be arranged with the Yorkshire Trade to get into touch with him.

Mr. MacGregor has received from C. P. Metcalfe (past president of the C.E.A.), on behalf of the Yorkshire Cinema Trade Renters, Exhibitors and Friends, a letter inquiring if he could arrange a social outing and golf match for a suitable day in June or early July, sixteen members of the Yorkshire Trade to compete in a match with sixteen members of the Manchester Trade, on a course in the Manchester district.

It would also be a social day's outing, Mr. MacGregor told the KINE. representative. If ladies wished to take part, they would be matched with ladies from the Yorkshire territory in a golf match.

As it is impossible to approach all the members in the Trade personally, Mr. MacGregor is hoping there will be a good response to this announcement in the KINE.

On the Social Side

A.B.C.'s LONDON AREA BALL

Mr. and Mrs. Moss as Guests

The first staff dance arranged by the eastern area of the A.B.C. circuit, which took place on Friday night at the Royal Theatre of Dancing, adjoining the Tottenham Palace, N., was a rousing success, 1,300 people being present, including a coach-load of revellers from Southend-on-Sea and Hadleigh, Essex.

Guests of the evening were Mr. and Mrs. A. S. Moss, who arrived about 11 p.m. and stayed until the end. Prizes were presented by Mrs. Moss, assisted by Mrs. Hart, wife of Jack Hart, area supervisor, who was also in evidence throughout the evening.

It is understood that the proceeds of this happy function will go to swell the funds of the C.T.B.F., and the committee responsible for the arrangements (consisting of Stanley C. Mills, Miss Walker, supervisor's secretary from the Regent, King's Cross, L. M. Pepper, Michael Stern, Frank Prior and N. Lansmere) are to be congratulated on what all who attended unite in describing as a highly successful evening's enjoyment.

York's Staff Ball

Managers, staff members and friends numbering 400 got together for the first York Kinema Staff Ball at the Assembly Rooms on Thursday.

It was as complete a success as the two York Kinema Balls which have so far been organised by the committee of York kinema managers, who arranged this event. The dance was in aid of the C.T.B.F., and it is hoped that there will be enough profit to send a donation to a local hospital.

T. Lister, manager of the Clifton Cinema, was M.C. The committee included: G. Trafford Drayton, chairman (manager, Tower), E. N. Kay, secretary (manager, Regent, Acomb), J. X. Prendergast and H. Sherwin (Rialto), A. S. Chilton (St. George's Hall), T. Lister (Clifton), F. Langstaffe (Picture House), E. Fordham Ellis (Regal), M. S. Moorse (Odeon), J. Pulleyn (Grand), and A. W. Clark (Electric).

Derby Ball's £30 Gift to C.T.B.F.

A profit of £43 from the last Derby Film Ball was reported at a meeting of the committee held at the Regal, Derby, last Thursday and presided over by Phil Henry, of the Spondon Cinema. The accounts presented by treasurer H. E. Benzeost were adopted, and it was decided to send £30 to the C.T.B.F. and to retain the balance for eventualities.

The Committee were wholly in agreement with the view expressed that their action last year in sending the whole of their resources to the fun was dangerous economically and that the crisis had proved the need for having a reserve.

RKO-Radio Social Club Dance

RKO-Radio Social and Sports Club announces a series of dances, the first of which has been arranged for Friday, February 24, at Mack's Restaurant, Oxford Street, where members of the Industry and their friends will be welcome.

Dancing is from 7.30 p.m. to 11.30, while music is to be provided by Harlem Hot-Shots Dance Band.

Tickets, at 1s. 6d. each, can be obtained from Jack Godfrey, RKO-Radio Social and Sports Club, 2, 3 and 4, Dean Street, W.1.

Birmingham A.B.C. Festivities

Managers and staffs of kinemas on the Birmingham and district circuit of A.B.C. thoroughly enjoyed themselves on the occasion of their annual staff dance at the Palais de Danse, Edgbaston, Birmingham, on Tuesday of last week.

The Birmingham, West Bromwich, Walsall and Darlaston houses were well represented. Among those present were Roland Lee (chief area supervisor), Mrs. Lee, E. G. Gold (Midland area supervisor) and Mr. Miller-Dick (Midland publicity manager).

Bolton Ball

Bolton kinema and theatre managers are organising a kinema-variety ball to be held in March at the Astoria Palais de Danse, by which they hope to raise £100 for local charities. Tickets are 5s. each. Arrangements are being made for a midnight cabaret and the attendance of stage and film stars.

Photo by Aberdeen Journals, Ltd.

Anna Neagle arriving at the Regent, Aberdeen, is welcomed by R.S.Bromhead, general manager County Cinemas, and Capt. S. G. Wingfield, general manager Palace and Regent kinemas, Aberdeen

Showing Next Week in London

Astoria.—"Old Bones of the River" (G.F.D.) and "Secrets of an Actress" (Warner).
Carlton.—"Stolen Life" (Paramount).
Curzon.—"Education de Prince" (United Curz. Corp.).
Davis, Croydon.—"Marie Antoinette" (M-G-M).
Dominion.—"I Am the Law" (Columbia) and "Stranded in Paris" (Paramount).
Empire.—"Out West With the Hardys" (M-G-M).
Gaumont.—"Just Around the Corner" (20th-Fox) and "The Higgins Family" (British Lion).
Leicester Square. — "The Mikado" (G.F.D.).
London Pavilion.—"I Stand Accused" and "Come On, Leathernecks" (British Lion).
Metropole.—"I Am the Law" (Columbia) and "Spring Madness" (M-G-M).
New Gallery.—"They're Off" (20th-Fox) and "Crackerjack" (G.F.D.).
New Victoria.—"Old Bones of the River" (G.F.D.) and "Four's a Crowd" (First National).
Odeon.—"The Ware Case" (A.B.F.D.) and "Service De Luxe" (G.F.D.).
Paramount.—"Spawn of the North" (Paramount) and "Strange Faces" (G.F.D.).
Plaza.—"Zaza" (Paramount).
Regal.—"Keep Smiling" (20th-Fox).
Ritz.—"The Great Waltz" (M-G-M).
Stoll. — "Carefree" (RKO-Radio) and "Free to Live" (Columbia).
Tivoli.—"The Shining Hour" (M-G-M) and "It's In the Air" (A.B.F.D.).
Warner.—"Angels With Dirty Faces" (Warner).

THE WEEK IN SCOTLAND

Anna Neagle At Aberdeen • Film Taste of the Public

REGENT STAGES BIG WELCOME

AN enthusiastic reception awaited Anna Neagle when, with Robert Graham, representing Herbert Wilcox, and R. S. Bromhead, general manager of County Cinemas, she visited Aberdeen for the Scottish première of "Sixty Glorious Years" (RKO-Radio) at the Regent. On arrival at the station she was greeted by a guard of honour formed by attendants from the Regent and Palace Cinemas and welcomed by Captain S. G. Wingfield, general manager of the two houses, and the Hon. Oswald Berry.

During a tour of the city, she visited the Town House, where Lord Provost Mitchell had prepared a civic reception in her honour, and then continued to the *Evening Express* offices to start the presses printing papers containing the first account of her visit.

When Miss Neagle arrived at the Regent, she received a fine ovation from the large crowds gathered in adjoining streets and, after being welcomed by R. S. Bromhead and Captain Wingfield, was piped on to the stage to the accompaniment of loud cheers from a packed auditorium.

Introduced by Captain Wingfield, who said: "No words of mine could add to the impression made by the great actress we have just seen on the screen," Miss Neagle responded with a speech which delighted the audience. Later, the famous star was entertained at a Press banquet, which was attended by many distinguished personages.

The next day, when Miss Neagle left for London, she took back an Aberdeen Terrier which had a Robertson tartan ribbon round its neck, the gift of the management and staff of the Regent and Palace Cinemas.

CHURCH SERVICE IN KINEMA

Sunday Audience of 700 at Partick

A religious service with talkie films, the first of its kind in Glasgow, was held last week in the Standard Picture House, Partick, under the direction of the Rev. John A. Macrae, minister of Old Partick Parish Church.

For about an hour before the meeting was due to begin a queue began to form outside the kinema, and when the service opened there was an attendance of over 700 people.

No restrictions were placed on the audience, many of whom smoked during the service.

The films shown were "The Good Samaritan" and "Mastership."

There was no charge for admission to the kinema, but a collection was taken to defray expenses. The balance was for the Jewish Christian Refugee Fund.

It is understood that a number of other services in the kinema are to be arranged.

G.-B. Development at East Ham

The Ganmont-British Corporation do not propose to proceed with the appeals against the East Ham Council's previous decision refusing permission to the proposed office, car park and petrol installation at 303-305, Barking Road. The suggestion regarding the provision of covered queuing facilities for kinema patrons at the old car park is receiving the attention of the Council.

ALMOST IMPOSSIBLE TO KNOW WHAT IT IS

"The big difficulty in the kinema Trade is the guessing of public taste, for even researches which have been carefully conducted show discrepancies which are really astonishing," declared Jack Stewart, manager of the Regal, Glasgow, in a talk on "Advertising the Cinema," given to members of the Glasgow Publicity Club.

A company, for instance, would advertise a certain type of film as a normal film, but it would make a big "hit" with the public. When, however, a "follow up" film was made and billed as a "super" the public accused the film people of misrepresentation.

A factor which worked in favour of the kinema from the publicity point of view was that film stars were "news."

This, however, was not altogether an unmixed blessing, for the publicity given to the divorces and remarriages of film stars created a certain antagonism in the minds of some people who were inclined to regard Hollywood and Elstree as gardens of iniquity instead of the hard-working communities that they were.

CINEMA BALL AND LUNCHEON

Record Crowd Expected on Friday

Many visitors from London, including Anna Neagle, Arthur Dent and Paul Amberley, O.B.E., are expected at the nineteenth annual Scottish Cinema Ball and Luncheon at Glasgow next Friday. The luncheon is scheduled for one o'clock at Craig's Rhul, and will be presided over by John Healy.

In the evening the ball will be held at the Playhouse Ballroom, and is expected to draw a big crowd.

Since the publication of Anna Neagle's visit and the display of the many handsome prizes, interest has quickened, so that the last two or three days should bring the sale of tickets up to what may possibly be a record.

A. E. Pickard as Auctioneer

A. E. Pickard acted as his own auctioneer in the Faculty Hall, Glasgow, when he again offered for sale a bond of £25,000 which he holds over the Elephant Cinema, Shawlands.

Although there was a large attendance, and despite his persuasive eloquence, there were no bidders, so the sale was adjourned

Sixty Married Years

In connection with the première of "Sixty Glorious Years" this week at the Playhouse, La Scala and Bedford, Jimmy Reed, of La Scala, has extended an invitation to couples who have been married for sixty years and hopes to introduce a number to Anna Neagle when she visits the kinema this Thursday evening.

Anna is also making personal appearances at the Playhouse, and on Friday evening will be at the Bedford.

Lodge Anima

Last Friday a good attendance of Lodge Anima members and brethren saw an impressive First Degree conferred on three candidates by P.M. Bro. Wm. Carruthers, assisted by office bearers. The R.W.M. is highly gratified by the increased attendances and enthusiasm shown in Lodge Anima, and is making every endeavour to foster still further the social side.

They See the Funny Side

There was an imposing array of Scottish comedians at the Trade show last Wednesday of Dave Willis's new show, "Me and My Pal" (Pathé). In addition to Dave, Sir Harry Lauder and Harry Gordon enjoyed this, the second picture Dave has made. Also present was Pat Kirkwood, who co-stars with Dave in the film.

Zukor Feted at Cardiff and Manchester

M.P. ON TRADE'S NOBLE TASK

"I THINK the film Industry provides the public with the finest form of recreation and amusement that is possible. Living, as we are, in anxious and perplexing days, you could not carry out a more noble task than keeping the public happy." Thus remarked O. Temple Morris, M.P., when prophesying "great days ahead for the film Industry" at a luncheon given by the South Wales and Monmouth Branch of the C.E.A. at Cardiff, in honour of Adolph Zukor. Norman Wright presided over a large attendance.

In paying a striking tribute to Adolph Zukor, H. Victor Davis, former chairman of the branch, declared that when he entered the film industry in 1911 there was one name above all others, and that was Adolph Zukor's. "On behalf of South Wales exhibitors I sincerely hope that his long, arduous and honourable life may be crowned with honour and success."

Presentation to Mr. Zukor

Manchester exhibitors gave Adolph Zukor, John W. Hicks, junr., David Rose, C. G. Dickinson, and Tony Reddin, the Paramount executives, a good reception on their visit to the city last week for the trade show of "Stolen Life." On behalf of the staffs of the Paramount Film Service and the Paramount Theatre, D. Gilpin (branch manager) presented to Mr. Zukor a silver salver.

A. Peel, chairman of the Manchester branch C.E.A., welcomed Mr. Zukor at a reception following the Trade show. Those present at the reception included A. Peel, G. M. Montanini (H. D. Moorhouse Circuit), Gordon Emery and H. Newbould (J. F. Emery Cinema Circuit), J. Mather, David Rosenfield; C. Close; C. Ogden (Ogden Circuit), Madigan; J. J. McCracken; E. Crook (Bolton); Higginbottom (Macclesfield); W. Gordon Smith; Nash Eaton; J. Brierley; —. Hooley (Chorley); Herbert Hartley, S. Hartley and T. Ainsworth (Nelson); Bert Hoyle (Bolton), S. Ingham (Ramsbottom); —. Hartley and —. Sutcliffe (Rawtenstall); R. C. Roy; C. Charlton (Anglo-Scottish Theatres); H. Voss (Openshaw); J. Cheetham; H. Lyons (Clitheroe); R. Fox (Monton); T. Milward; —. Fish (Patricroft); T. Lewis (Bury).

Fred Worswick, one of Lancashire's oldest exhibitors, signs a contract for STOLEN LIFE (Paramount), with Adolph Zukor. Left to right, Harry Nesbit (Liverpool), A. Zukor, F. Worswick and Harry Goodman (Liverpool)

"Q" PLANES

A strikingly topical theme is presented in Q PLANES, the first of Columbia's big British programme which will be Trade shown on Wednesday, February 22. Mystery attending the disappearance of a secret aircraft forms the basis of the story in which the leading roles are taken by Laurence Olivier, Ralph Richardson and Valerie Hobson.

PARAMOUNT'S IMPOSING NEW PROGRAMME

DAVID ROSE

Pictures of Sterling Box-Office Calibre

EXECUTIVE'S TOUR AN AID TO EXHIBITORS

PARAMOUNT brings to exhibitors this year the raw material of box-office records.

The great tour of Great Britain and Ireland just completed provided an inspiring testimony to the esteem in which the founder of Paramount—Adolph Zukor—is held. Paramount's standing to-day is a witness to the greatness of Mr. Zukor. But the purpose of the tour was not merely to exploit the brilliant personality of a great showman held in respect throughout the world of entertainment. It was a painstaking inquiry into the box-office needs and requirements of the showman in this country.

Mr. Zukor took with him the heads of Paramount's leading departments whose task it is to organise the activities of the company in the channels most profitable to exhibitors. Accompanying him were:—

John W. Hicks, Jun., Paramount vice-president; David Rose, managing director of Paramount in this country; C. G. Dickenson, general sales manager; Earl St. John, director of theatres; and Tony Reddin, director of publicity.

As a result of the tour a tremendous amount of valuable material was collected which will be utilised in moulding Paramount's future productions.

Stamp of Entertainment

Paramount's new season's programme represents the biggest line-up of productions of sterling box-office calibre ever offered to exhibitors. Titles, casts, themes and treatment—everything in them has the stamp of entertainment.

Many of them, such as Elisabeth Bergner's "Stolen Life," have already been proved at the box-office and have come triumphantly through their initial test with flying colours.

Great pictures which exhibitors will have an opportunity of seeing shortly include such outstanding box-office propositions as "Hotel Imperial," a stirring drama of war-torn Europe with its poignant theme of love in the turmoil of conflict. In the leading rôles of this picture are Isa Miranda, the glamorous Continental actress in her first Paramount rôle, and Ray Milland, the young British-born actor who made such a tremendous hit in "Men With Wings."

Cecil B. De Mille's picture of the conquest of a continent, "Union Pacific" (tentative title), with Joel McCrea, Barbara Stanwyck, Akim Tamiroff, Robert Preston, Lynne Overman, Brian Donlevy, William Haade and Anthony Quinn, is now approaching completion.

The immortal "Beau Geste"—as a silent film, one of the screen's greatest successes—is now being filmed again with Gary Cooper, Ray Milland, J. Carrol Naish, Robert Preston, Brian Donlevy, Donald O'Connor and Susan Hayward. This enthralling story which thrilled millions of people the world over will be greater than ever as a talking film, and no expense is being spared in filming this memorable subject.

New Glamorous Girl

Soon you will see the favourite of English film audiences, Madeleine Carroll, in her most captivating and flashing rôle in "Café Society." With a supporting cast which includes Fred MacMurray and Shirley Ross, this beautiful English girl comes through with flying colours in a new style of rôle and triumphantly justifies the title conferred on her of "Hollywood's Glamour Girl."

Claudette Colbert's compelling portrayal in the title-rôle of "Zaza," now due for its European première in London, reveals the star's tremendous range as an actress as the captivating, fiery, tempestuous yet appealingly simple as the famous star of the French music-halls. Herbert Marshall gives a splendid and dignified portrayal as the man of society who loves her, and Bert Lahr renders an amusing and lovable study of her harassed manager. The picture is distinguished by its handsome settings.

Colbert's Parisian Story

Miss Colbert is now at work on "Midnight," with Don Ameche, John Barrymore, Mary Astor and Francis Lederer. Again the locale is Paris and the picture is being directed by Mitchell Leisen, maker of "Stranded in Paris."

The fastest action picture of the year, "Ambush," with Gladys Swarthout, Lloyd Nolan, Ernest Truex, William Henry, and William Frawley, will be a certain hit with any audience. It moves at a red-hot pace and shows gangsters in an entirely new setting—in careering lorries tearing over the countryside.

Sylvia Sidney's new picture, "One Third of a Nation," based on the great New York stage success, has Leif Erikson playing opposite. This picture is practically ready for the screen and will be shown in London shortly.

In addition, Paramount have to offer a further group of the tried and proved public favourites in the "Hopalong Cassidy" series and the adventures of "Bulldog Drummond."

British Offerings

British studios are busy on a group of outstanding British films which will put the home product where it belongs as something exhibitors will be proud and happy to show.

"Peace in our Time" (tentative title), now in production at Denham, has in its leading rôles such sterling artistes as Valerie Hobson, Rex Harrison and John Loder. This is a film which will make headlines—telling the story of the troubled Europe of to-day in a thinly veiled revelation of world affairs—it will make screen history, too.

"This Man is News," one of the greatest successes to come out of a British studio in 1938, is to have a sequel in "This Man in Paris" (tentative title), with the brilliant original cast headed by Valerie Hobson, Barry K. Barnes and Alastair Sim. "This Man is News" has played to crowded houses in all parts of the country and has had a phenomenal success in America.

Soon to commence shooting is Douglas Wakefield's first picture for Paramount release, entitled "Live and Let Live." This famous North-Country comedian, of whom Paul Holt said in the *Daily Express* recently, "I see a big future for him," is going to be one of the biggest box-office bets of 1939. Paramount have an option on his service for a series of pictures.

London's Longest Run

Anthony Asquith is to direct the forthcoming film version of "French Without Tears," the Criterion Theatre success, which has run for something like three years. In film form this story will prove to be one of the most powerful attractions which exhibitors have ever had the opportunity of playing.

Another great British production soon to go on the floor is a film version of Sir J. M. Barrie's famous story, "The Admirable Crichton," and a cast of leading British stage and screen stars will appear in this film.

Paramount studios are now well advanced on the preparation of a further group of big box-office winners, and the pictures now offered are a guarantee of the high-calibre type of entertainment which they are now producing and will continue to deliver throughout 1939.

"21 DAYS"

Vivien Leigh and Stella Arbenina in 21 DAYS, a forthcoming Columbia production

Shoe King As Film Producer

BATA RENTS PRAGUE STUDIO

THE Bajox Co., a firm affiliated to the Bata concern, the world's largest shoe manufacturing enterprise, has signed a three years' lease for the Host Studio, one of the four film studios of Prague, where it will produce feature pictures in the Czech language.

The schedule for the first year comprises six films intended to be of an "optimistic" character and tendency, and the first one of them is to be started already in March.

The studio, erected at Hostivar, near Prague, was opened in 1935. It has two large and two smaller stages, and although it possesses all modern technical equipment it has been in financial difficulties from the very beginning. It was closed down finally at the end of 1937.

Bata's new plans have caused considerable surprise to Prague film circles, particularly since the production of Czech films cannot be considered a favourable business proposition at the present moment.

BIG 20th-FOX LINE-UP

Harley's Enthusiastic Cable

TREMENDOUS enthusiasm for his company's forthcoming productions is expressed by Francis L. Harley, managing director of 20th Century-Fox in a cable received by R. Sutton Dawes, Director of Sales.

Mr. Harley, who is returning to London on Wednesday, left for the United States shortly before Christmas and has taken the opportunity for an extensive visit to the 20th-Fox Hollywood studios as well as their New York office.

He declares that his visit to the studio was a "complete revelation," and that he left convinced that the company was "way out in front," having the finest production facilities in the world. He saw all completed productions at the studios, and finds in them cause for great enthusiasm.

"'Jesse James' is a great picture," the cable continues. "Tyrone Power, Henry Fonda and Nancy Kelly all give remarkable performances, and this picture should do great business in England.

"'Tail Spin,' with Alice Faye, Constance Bennett and Nancy Kelly, is great entertainment, and 'The Three Musketeers' gives Don Ameche big opportunities. The Ritz Brothers are grand, and this musical comedy should meet with universal approval.

"'Wife, Husband and Friend,' with Loretta Young and Warner Baxter, is one of the finest comedies ever made by our company. Gregory Ratoff's direction is sensational.

"In 'The Little Princess,' in Technicolor, we have the greatest Shirley Temple picture ever made and a film that should outgross any picture we have ever handled in England. Shirley's performance is the most dramatic ever and the whole production is of first-class quality in magnificent colour."

Mr. Harley saw "rushes" of "The Hound of the Baskervilles," in which Basil Rathbone plays Sherlock Holmes and Nigel Bruce Dr. Watson. He describes it as "made to order for England and a film which should do terrific business." "Alexander Graham Bell" is said to be another example of Darryl Zanuck's inimitable production genius and in "Rose of Washington Square" Mr. Harley believes the company has a great sequel to the record-breaking "Alexander's Ragtime Band."

"Stanley and Livingstone," the script of which Mr. Harley read while in Hollywood, he believes to be Zanuck's greatest effort yet in subjects with direct appeal for Great Britain. Perfect casting is a feature of the film which has Spencer Tracy in the rôle of Stanley, Sir Cedric Hardwicke as Livingstone, and a fine cast led by Walted Brennan, Richard Greene and Nancy Kelly. The film was due to go on the floor the day after Mr. Harley's departure for New York.

"I am leaving here," the cable concludes, "with a great feeling of optimism and enthusiasm."

"Stolen Life's" Triumphant Career Continues

EXTENDED RUN AT CARLTON

As the Elisabeth Bergner-Michael Redgrave film, "Stolen Life," enters its fourth week on its tremendous London run it will be transferred to a new venue. The picture has proved an outstanding winner at the Plaza Theatre and has been a powerful magnet to women of all ages. Since it opened early in January it has been seen by hundreds of notable people and recently was given a showing for T.M. the King and Queen.

It is still doing enormous business. In view of the presentation of "Zaza," scheduled to open at the Plaza on Friday, February 11, it will be impossible to continue to run at that house.

Earl St. John has therefore decided to move the picture over to the Carlton for an extended season.

"London has got the 'Stolen Life' habit. Some of our women patrons have been to see the film two, three and even in some cases, four times. So it should not be difficult for these fans to find their way to the Carlton, which is only a few hundred yards distant," stated Mr. St. John.

"I imagine that 'Stolen Life' must be the most popular women's picture we have ever played at the Plaza. Not only have we seen hundreds of new faces, but we see the same faces over and over again."

"Zaza," which opens at the Plaza on Friday, gives Claudette Colbert her finest part to date as the favourite of the French music-halls, loved by a man of Society, played by Herbert Marshall, whom she could never marry.

This Albert Lewin production, directed by George Cukor, contains the elements of gaiety, romance, drama and an appealing touch of pathos which make it another picture which should powerfully appeal to the feminine element.

Important supporting players in "Zaza" are Bert Lahr, Helen Westley, Constance Collier, Genevieve Tobin and Walter Catlett.

News From All Quarters

REP. KINEMA FOR BATH: OLDHAM INSPECTIONS

Commencing on Monday, February 6, the News Theatre, Bath, adopted a repertory policy. Programmes are under the direction of J. S. Fairfax-Jones, managing director of the Everyman, Hampstead.

In the annual report of the Oldham Chief Constable, it is stated that police officers made 359 visits during the year 1938 to the various kinemas and theatres and schools where occasional theatre licences had been granted.

Vicar Takes the Wrong Turning

A vicar in a hurry to a St. Austell kinema where the film of Bernard Shaw's "Pygmalion" was being shown, drove the wrong way around a round-about in St. Austell, and mounted the pavement. As a consequence he was fined £5 and his licence was endorsed.

Reginald Foort, the celebrated radio organist, received a tumultuous welcome on his first visit to Exeter, on Sunday, when he contributed to a programme arranged at the Savoy by manager E. V. S. Forgham on behalf of the funds of the British Sailors' Society.

Revised prices of admission are now in force at the Ritz, Wigan. The new tariff is: matinées, stalls 6d., circle 1s.; evenings, front stalls 6d., centre stalls 9d., back stalls 1s., back circle 1s. 3d., front circle 1s. 6d.

By the courtesy of Odeon Theatres and M-G-M, a midnight première of "Marie Antoinette" will take place at the Odeon, Bristol, on Friday, March 3, for the benefit of the Widow and Orphan Fund of the National Union of Journalists.

The Hon. John Whyte-Melville Skeffington, son and heir of Viscount Massereene and Ferrard, has been served with a £970 writ on behalf of Harry Pearl, the London kinema proprietor, in connection with the production of the musical play "Maritza" at the Palace Theatre last year.

More "Robin Hood" Records

"Robin Hood" has broken all records at five of the eight kinemas in the Manchester territory where it has been shown to date. These are the Paramount Theatre, Manchester; Empire, Morecambe; Empire, Preston; Carlton, Stockport; and the Palace, Lancaster. The manager of the Manchester branch of First National is C. S. MacGregor.

In his report to Kettering Licensing Sessions, Superintendent A. J. Norris stated that the granting of permission for kinema entertainments at Corby on Sundays had resulted in a considerable number of young persons being taken off the streets.

That was very satisfactory from a police point of view.

When a fire broke out in a wallpaper shop in Tooting High Street, S.W., on Friday night, 600 people in the Vogue Cinema, adjoining, watched the show without knowing anything unusual had happened.

It is stated that the 350-seater kinema at Cranbrook, owned for some time past by George Hughes, may be turned into a dance hall. A new kinema, the Regal, was opened in the town some months ago.

The Marine Gardens Pavilion, Folkestone, which was used for the C.E.A. Exhibition during last year's Summer Conference, was badly damaged by fire on January 31. The loss is estimated at £2,000.

PARAMOUNT FORMS DRAMATIC CLUB

David E. Rose, managing director of Paramount Film Service, Ltd., was elected president of the newly formed Paramount Amateur Dramatic Club at its inaugural meeting last week.

Messrs. M. H. Simpson, C. G. Dickinson, Tony Reddin, E. H. Davis, Earl St. John, E. Ayres, H. Walker and G. E. T. Cummins are the vice-presidents.

The rules of the club were passed, and it was decided that the first public performance would take place early in May at the Fortune Theatre, Drury Lane.

Miss R. Ellison is secretary; F. G. Chandler, treasurer; and the committee are as follows: Miss P. Kelly, Mrs. Bradley, Miss S. White, W. Savage, D. Mayne, and the officers *ex officio*.

"HONOLULU"

Scenes from HONOLULU which Metro-Goldwyn-Mayer is trade showing in London at the Cambridge Theatre on Friday, February 17, at 6.30 p.m. Eleanor Powell and Robert Young are co-starred. The cast includes George Burns, Gracie Allen, Betty Jaynes, Douglas McPhail, Ruth Hussey, Rita Johnson, Judith Allan and Jo Ann Sayers

Edited by P. L. Mannock

Paramount Start Topical Subject

"PEACE IN OUR TIME"

Production at Denham

On Friday morning I visited Denham to see Herbert Mason commence work on "Peace In Our Time," a Pinebrook production for Paramount.

Richard Blaydon, who, I understand, will be in charge of production under David Rose, and Capt. Richard Norton were both present to see the initial shots.

Although the picture has a strong political flavour, it cannot in any way be directly identified with recent European events, producer Anthony Havelock Allan tells me. The story has been adapted from a French novel, "Chinese Fish," and has been brought up to date by the inclusion of a European crisis in which the peace on the Continent is threatened by the possibility of an outbreak of hostilities in a Balkan country. The main characters are a newspaper reporter, who is sent to investigate the prospective revolution, a Secret Service agent, and an attractive young girl who unwittingly becomes the dupe of the party which is seeking to plunge Europe into war.

In a palatial setting George Devine, Kay Seeley and Carl Jaff worked on a scene in which Jaff, as Rykoff, arranges a consignment of arms with the arms pedlars, played by Devine and Seeley.

John Loder, Valerie Hobson and Rex Harrison, who play leading rôles, were not required in these opening scenes.

"Peace In Our Time" is being directed by Herbert Mason, director of one of the most successful George Arliss films; the script has been written by playwright Rodney Ackland, and scenarist Wolfgang Wilhelm, who wrote "Farewell Again." Cameraman is Francis Carver, production manager Ernest Holding, art director Wilfred Arnold. Harcourt Templeman is unit manager.

Judy Kelly, who plays the leading feminine role in AT THE VILLA ROSE, the new Associated British Picture, which started work at Elstree on Monday.

"VILLA ROSE" BEGINS AT ELSTREE

KENETH KENT AS HANAUD

"At the Villa Rose," a new film version of A. E. W. Mason's exciting mystery novel, went on the floor at Associated British on Monday, February 6, with Keneth Kent as the inimitable Inspector Hanaud, the genial and shrewd French detective, who is one of fiction's most famous characters.

Hanaud is called in to investigate the murder of Ruth Maitland, a wealthy widow, who is found strangled at a spiritualistic seance. Her companion, Judy Kelly, an English girl, who, to save her from being preyed upon by tricksters, acts as her medium, is suspected.

Peter Murray Hill has an important rôle and Antoinette Cellier, Martita Hunt, Walter Rilla, Joss Ambler, and Clifford Evans are other leading members of the cast.

FLYING HOSTESS AT TEDDINGTON

COACHES SCREEN COUNTERPART

Two pretty girls, blonde, blue-eyed Josephine Messum, of London, and dark-eyed brunette Elsie Hooft, of Amsterdam, met at Teddington last week.

Miss Hooft is one of the famous "air-hostesses" on the K.L.M. Royal Dutch Line. The English girl plays the part of an air-hostess in "Too Dangerous to Live," in which the Dutch airline company has given generous co-operation to Warner Bros. First National. Miss Hooft flew specially from Holland to London one day last week to meet her "Screen-version" and give her instructions on how to carry out an air-hostess's duties realistically for the film.

Sitting side by side, in their identical uniforms near the huge airliner—an exact copy of the real thing, constructed by Teddington technicians—the two girls talked. They afterwards took tea with Greta Gynt, Anna Konstam, Anthony Shaw, directors Anthony Hankey and Leslie Norman.

A high spot in the story is being filmed this week, when a garage, in which Sebastian Shaw and Greta Gynt are trapped with members of the gang against whom Sebastian is working, goes up in flames at night.

The garage has been well built, for a lot of dramatic action takes place in it. An explosion eventually occurs in the underground petrol tanks, which causes a fire and the building to be razed to the ground.

£50,000 SUBJECT FOR UNITY

It is understood that Elsie Cohen, of Unity Films, is associated with a scheme for the production of a British picture upon which a budget of £50,000 is planned.

No details are available, except that it will probably take the floor early in May at the Rock Studios, Elstree.

Floor space at the studios has also been rented by Associated British for the use of the "At the Villa Rose" unit.

DENHAM FIRE BRIGADE FUNCTIO

Denham Studio fire brigade will hold its third annual ball on Friday, February 24, at the Pinewood Club. Application for tickets, which are 5s., should be made to Captain Young, the secretary, at Denham Studios. Dancing will be from 8.30 p.m.-3 a.m., and a water cabaret will be provided.

The brigade, which is not rate-aided, provides fire services in the Parish of Denham under agreement with the Parish Council. During the past year 17 calls were answered, several of them of a serious nature, with property and risk amounting in value to several thousand pounds.

Doug. Wakefield in Comedy Drama

As exclusively reported in the KINE. last week, Paramount have secured the services of Douglas Wakefield, the famous North Country comedian, for a series of pictures, the first of which, tentatively entitled "Live and Let Live," will go into production within the next few weeks.

Mario Zampi will produce and direct the film, which is from an original story by Stacy Aumonier. Ralph Block and A. De Grunewald are preparing the scenario.

In this comedy-drama Wakefield will have the rôle of Sam Gates, a country youth whose simplicity makes him the butt of the entire village.

The period is during the war, and Sam falls into the hands of the enemy. He has a series of exciting adventures, and by the time he returns to his village, having faced death from a firing squad on three occasions, he is no longer the fool of the village but a person of considerable importance.

"The Face at the Window" Starts

George King started "The Face at the Window," for British Lion release, at Beaconsfield this week. In dramatic scenes our old friend Tod Slaughter is seen, first in the guise of a wealthy financier setting the police on John Warwick's track on a trumped-up charge and making love to Marjorie Taylor, daughter of Aubrey Mallalieu, a banker; and then in his true colours, plotting horrible crimes of highway robbery and murder, to say nothing of luring innocent maidens to a fate worse than death.

ELVEY TO DIRECT "MIDNIGHT MAIL"

Victor M. Greene, of Admiral Films, has signed Maurice Elvey to direct his forthcoming big-scale production, "Midnight Mail," based on an original adapted by Mr. Greene and Kenneth Horne. It will go on the floor at the end of the month.

Maurice Elvey directing Geoffrey Toone in a scene from SWORD OF HONOUR, Butcher's picture based on life at the Royal Military College at Sandhurst. This scene was taken in the actual mechanical workshops at the College.

'FLU CLOSES EALING

THREE PRODUCTIONS AFFECTED

It seems ironic that the studio which has gained for itself the reputation of being one of the busiest in the country—Ealing Studios—should have to cease production for a few days owing to influenza.

So many of the executives, players and technicians have been affected by the epidemic that Michael Balcon, production chief, found himself forced to call a halt to production until the victims, who include director Walter Forde and Pen Tennyson, had fully recovered.

Three films are affected by this: Edgar Wallace's "The Four Just Men," directed by Walter Forde and starring Anna Lee, Hugh Sinclair, Griffith Jones and Francis L. Sullivan, and "There Ain't No Justice," directed by Pen Tennyson, with James Hanley, Phyllis Stanley, Jill Furse and Nan Hopkins heading the cast.

The decision also affects "Young Man's Fancy," which Robert Stevenson has written and which he will direct, with Anna Lee, Griffith Jones and Sir Seymour Hicks in the cast. This film has been waiting for the other two to finish.

WILL HAY STARS

"WHERE'S THAT FIRE?" FOR 20th-FOX

Will Hay's latest comedy, "Where's That Fire?" the first Gainsborough film under the aegis of Twentieth-Century Productions, Ltd., started production at Islington on Wednesday.

In addition to Hay's two familiar "stooges," "fat boy" Graham Moffatt and "ancient" Moore Marriott, others in the cast are Sebastian Shaw, George Carney and Frank Atkinson.

The story concerns Hay, Moffatt and Marriott, who are in charge of a decrepit fire station at Bishop's Wallop, the local town hall of which is burned out. Shooting has been confined to the burnt-out wreckage of the local town hall, where a tribunal meets to investigate the reason for the fire, and action centred in the actual fire station, in which the star and his supports figure prominently.

In charge of production is Maurice Ostrer, who is working in close liaison with Robert T. Kane. Edward Black produces, while Marcel Varnel is directing.

BRITISH LEGION AT WALTON

IMPRESSIVE SCENES FOR "SWORD OF HONOUR"

The annual September parade at Sandhurst of the British Legion, in conjunction with the cadets of the R.M.C., has been filmed at Walton for Butcher's "Sword of Honour," the story of Sandhurst being directed by Maurice Elvey.

On one of the spacious parade ground sets erected at the studios a large contingent of the British Legion, complete with their banners, is seen taking up its positions for an inspection by the Duke of Exeter, played by Frederick Culley. This led up to an amusing sequence involving Gordon Begg, who as the hero's grandfather, is seen wearing his Boer War medals and proudly proclaiming his experiences at Ladysmith. Other scenes included an address by the Padre and the singing of "Abide With Me."

A reproduction of the indoor riding school at Sandhurst has occupied the whole of the big stage at the studios. Under the supervision of Major Hurrell, 17th/21st Lancers and Equitation Officer of the R.M.C., ten cadets supported Geoffrey Toone in the performance of the exact evolutions which are carried out at the college.

All these scenes are bringing back memories to John Hamilton, assistant director on "Sword of Honour," who was at Sandhurst in 1916, before being commissioned to the Argyle and Sutherland Highlanders in 1917. In 1920 he went on the stage, and was an actor in pictures before entering the production side of the industry in 1925.

'TRUNK CRIME' OPENS WITH A CRASH

Twin brothers, Roy and John Boulting, are well under way with their new thriller, "Trunk Crime," for Anglo-American release, which started at M.P. Studios, Elstree, on Monday.

An early sequence depicted a glorious rag by students at an English 'Varsity, with Manning Whiley, who plays the lead, forced to watch the destruction of the most valued possessions in his rooms by Michael Drake, Geoffrey Gabriel, Ian Fulton and Tom Gill.

In a dramatic scene, Manning Whiley drugs Michael Drake, ringleader of the "tough" students, and forces him into an old trunk with which he sets off to a cottage on a deserted marsh with the intention of burying Drake alive.

A.C.T. DEBATE THIS EVENING

The next fixture of the A.C.T. winter programme is this evening at the Crown Theatre, 86, Wardour Street, W.1, where a debate between Frank Launder, hon. secretary of the Screenwriters' Association, and Adrian Brunel, supported by other members of the British Association of Film Directors, will take place on the subject: "A Good Script is More Important than Good Direction."

Anthony Asquith, president, will be in the chair, and the debate will commence at 9 p.m. Members of the British Association of Film Directors and of the Screenwriters' Association are cordially invited.

On Sunday, John Corfield, of British National Films, underwent a minor operation, which was entirely successful. It will, however, be some days before he is out of hospital.

David Evans, British writer and scenarist, has been signed by Douglas Fairbanks to work on "The Three Musketeers" and "The Tenth Woman" in Hollywood in March.

Strong Cast for "Jamaica Inn"

With still a few rôles to be cast "Jamaica Inn," the newest Pommer-Laughton production of Daphne du Maurier's best-seller, can already boast one of the finest casts yet assembled for any British production.

Supporting Charles Laughton are Leslie Banks, in the very important rôle of Joss, rascally landlord of "Jamaica Inn"; Emlyn Williams, as Harry the Pedlar, and Robert Newton, playing the romantic lead opposite Maureen O'Hara, new Irish discovery. Marie Ney is appearing as Joss's wife, and Wylie Watson, well-known comedian, plays a dramatic rôle as a smuggler.

The long list of important players in numerous other rôles include Jeanne de Casalis, George Curzon, John Longden, Hay Petrie, Basil Radford, Horace Hodges, Marie Ault, Claire Greet, Mabel Terry Lewis, Edwin Greenwood, Morland Graham, Stephen Haggard, O. B. Clarence, Aubrey Mather, Mervyn Johns, A. Bromley Davenport, Herbert Lomas, Mary Jerrold, William Fazan, Alan Lewis, Archibald Harradine, Frederick Piper, William Devlin, George Smith, Peter Scott, Sam Lee, Robert Adair.

"Jamaica Inn" is being directed by Alfred Hitchcock.

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NAMES *in the* NEWS

MAYOR'S TRIBUTE TO MANAGER : COUNTY CINEMAS CHANGES: A.R.P. FOR WEALDSTONE STAFF: C. COUZENS AS GENERAL MANAGER

FRED POLLITT

HENRY KERR

Manager of the Odeon, Yeovil, for the past 18 months and now appointed to the new Odeon at Middlesbrough, **Fred Pollitt** was given a warm send-off by West Country picturegoers.

Two presentations made to him before his departure, one from the staff, which took the form of a barometer, was made by the Mayor of Yeovil in the foyer of the theatre.

The Mayor, in a tribute to Mr. Pollitt, said that, thanks to him and the loyal support of his staff, Yeovil had been able to raise large sums for charity by means of concerts and other efforts. He added that Mr. Pollitt had given the Odeon a friendly atmosphere and this was the secret of its success and popularity among film fans.

Mr. Pollitt was also presented by members of the Yeovil Constitutional Club with an inscribed wrist watch, at a smoking concert in his honour, at which there were over 200 present. The chairman of the club, who made the presentation on behalf of the members, said Mr. Pollitt's departure to Middlesbrough was a loss to the whole town of Yeovil.

Mr. Pollitt's successor is **J. Browne**, who comes from Weymouth Odeon.

County Cinema's Recruits

Several changes have taken place on the managerial staff of County Cinemas, Ltd., recently.

The Scala, Farnborough, has been taken over by **R. O. W. Kitchen**, who comes to the Hampshire town from the County, Farncombe, and before joining County Cinemas he had experience in the employ of several major circuits, including spells of duty in the London area. **L. Tindall**, who previously managed the Scala, has left the Trade to follow another pursuit.

L. E. Hobbs, who will be remembered as the organiser of the Southall Sunday opening campaign as well as several other S.O. fights, has joined the circuit as relief manager in the Aldershot area. He commences duty this week. Mr. Hobbs is a newcomer to the exhibiting side, although Sunday opening work has given him valuable contacts with managerial staffs.

George Galleon, the one-time Warner Bros. actor, has left the Arcade, Camberley, where he was house manager under S. J. Channing, who is general manager, and his place has been filled by **A. Groom**, who at one time was connected first with Union Cinemas, later with A.B.C., as manager of the Adelphi, Slough.

Henry Kerr, manager of the Odeon, Wealdstone, was on Wednesday last passed out as a qualified A.R.P. warden and presented with his badge. Actually, he was at one time in the Territorial Army and held a commission, but he has become a warden so as to be able to train his theatre staff in A.R.P. He hopes to announce shortly that his entire staff are qualified wardens.

Promotions at Portsmouth

The Tivoli (Portsmouth), Ltd., of which Coun. F. J. Spickernell is chairman and Capt. John Smithson managing director, have promoted **Cyril Couzens**, who has been the company's nominee for the Rex, to the position of general manager of their three Portsmouth kinemas—the Tivoli, Copnor Road, and the Troxy and Rex, Fratton Road. Mr. Couzens, who has been with the company for eight years, was originally assistant manager at the Tivoli, and afterwards became manager, a position which, up to his present promotion, he has been more recently filling at the Troxy.

Bert Drain, who has been chief projectionist at the Troxy since it was built in 1936, has been promoted circuit engineer, and in his new duties he will embrace the latest addition to the Tivoli circuit, the Lyric, at Southampton, as well as the three Portsmouth theatres. Mr. Drain has been with Coun. Spickernell for 20 years, having started as a rewind boy at the latter's first hall, the Regent, from which he went as second operator to the Plaza, and later as chief operator to the Tivoli.

Emery Managers' Association

S. Nuttall, manager of the Hippodrome, Hyde, has been elected chairman of the J. F. Emery Cinema Circuit Managers' Association in succession to A. Williams (Dominion, Salford). Mr. Nuttall was secretary of the association last year, and at the annual meeting held at Manchester a few days ago presented a satisfactory report of their activities. **Percy Horsfall**, manager of the Market Street P.H., Manchester, was appointed secretary. He has been in charge of the Market Street P.H. for about three years, and before that was manager of the New Oxford, Manchester.

Manager of the Islington Empire, which reopened last Monday after complete internal reconstruction and redecoration necessitated by the disastrous fire many months ago, is **George Merrett**, whose first managerial appointment this is with A.B.C., for whom he has been on relief duties in many parts of London during the past two years. Previously he was for four years with Modern Cinemas, Ltd., at the Kensal Rise Palace, the Prince of Wales, Harrow Road (where he assisted Maurice Cheepen), and elsewhere.

After being manager at the Marina, Lowestoft, for about 12 months, **R. Corbett** left to become manager of the Regal, Great Yarmouth, another A.B.C. theatre, on Monday, February 6.

Gerald Leeds, manager of the Ritz, Aldershot, late of the Ritz, Woking, and the Regal, Uxbridge, is, one regrets to announce, at present in hospital recovering from the effects of an operation carried out last week. His many friends in the Trade will be glad to hear, however, that the latest bulletin reports good progress.

Obituary

PATHE LOSES A PROMINENT SALESMAN

Death of L. B. Steedman, Manchester Branch

THE KINE. regrets to announce the death of Leonard B. Steedman, No. 1 salesman for Pathé, Manchester, who died at his home, 2, Wilmslow Road, Didsbury, Manchester, on Saturday morning, after a short illness. He was in his office on the previous Saturday, but collapsed later in the day with an attack of influenza, which developed into pneumonia.

Mr. Steedman joined the old Fox Film Co. in 1929, and after a period at head office became a salesman at Cardiff under Arthur Wesson, later working as special representative for British Movietonews in the Midlands and Lancashire areas.

Fox sent him out to India in 1933, where he stayed for four years, returning to England in 1937, and later joined the Manchester office of Pathé under Ted Jennings. He made a host of friends in India, London, and the provinces, who will regret to hear of his sudden end. He leaves a widow, but there are no children.

Sheffield Trade's Loss

Nathan Blaskey, well known in Sheffield and district kinema circles, died suddenly in his office on Monday.

He was aged about 58 years, and had been in the Trade for many years.

He was chairman of the Heeley Coliseum, a family concern, and proprietor of the Empire Cinema, Adwick-le-Street.

Mr. Blaskey was a keen member of the Sheffield and district C.E.A. branch, and took an active part in discussions.

H. G. Roughton, of Kettering

A proprietor of the Empire, Kettering, and a former boot manufacturer in Kettering, Harry George Roughton, of "The Bungalow," Isham, died suddenly at the residence of his eldest son, H. Roughton, 563, Foleshill Road, Coventry, on Sunday. He was 69.

Another Veteran Passes

Harry Wadbrook, veteran of the kinema industry, died at his home in 34, South Beach Parade, Great Yarmouth, on Saturday, February 4.

Mr. Wadbrook first started in the business in 1897, and at that time was showing pictures in a travelling kinema under the name Wadbrook and Scard. He was a brother-in-law of Richard Dooner.

The funeral was at Caister Cemetery, Great Yarmouth, on Wednesday, February 8.

Harborne Architect's Death

Oliver Essex, of Essex and Goodman, architects, designer of the Futurist and Scala Theatres, Birmingham, and many other kinemas in various parts of the country, died at his residence at Harborne at the age of 83. Earlier in his professional career Mr. Essex, who was regarded as one of the leading authorities on theatre and kinema design, was responsible for the building of the Queen's Theatre and Grand Theatre, Birmingham, and similar houses at Derby, Swansea, etc. He was buried in Harborne Parish Churchyard on Saturday.

THE NATIONAL SAVINGS SERVICE

* * *

HOLIDAY CLUBS PROVIDENT SCHEMES

For twenty-three years the National Savings Committee has been assisting an ever-increasing number of employers to organise savings facilities for the benefit of their employees.

A facility now specially popular is the NATIONAL SAVINGS HOLIDAY CLUB. These Clubs can be used not only for personal saving by employees but, in addition, for the accumulation of Holiday Pay Allowances, where desired, by the employer.

The Committee has had wide experience in establishing on a business-like footing Share Out and other kinds of Savings Clubs.

For employers who wish to help their employees to make provision to meet special requirements in the future, such as marriage, retirement, or assistance to dependants in case of death, the Committee will be pleased to submit draft PROVIDENT SCHEMES specially drawn up to meet particular circumstances.

The Committee will always be glad to send an experienced representative to discuss your individual requirements and every assistance will be given in starting a scheme, including the provision of a speaker to address employees, and the preparation of a special explanatory letter for distribution. Membership cards, books, etc., are provided free

Enquiries should be addressed to the
NATIONAL SAVINGS COMMITTEE
(Ref. X.22 A), LONDON, S.W.1

This week, United Artists commence the Disney Au Revoir but not good-bye Drive, a special eight weeks' campaign initiated by the sales force as a tribute to Mr. Disney. Picture shows U.A. conference presided over by Arthur Kelly, George Archibald and E. T. Carr, with members of the executive and sales force. Also present is W. B. Levy, British representative of Walt Disney

The Observation Window

Speedy Lens Changing

THE B.J. ALMANAC AGAIN

Colour Organ On View

A NEW camera not only fitted with an exchangeable lens for wide-angle and telephoto work, but with lenses which can also be exchanged by means of a quick-operating mechanism, five different lenses being available, is showing at the Leipzig Fair. The apparatus normally supplies 6.5 by 9 cm. negatives, but can be adapted by a simple operation to the 6 by 6 cm., 4.5 by 6 cm., and 24 by 36 mm. sizes. It can also be used for plates, flat films, roll films, colour and kine-camera films, needing only a minimum of accessories for these purposes. The camera is also fitted with three view-finders, a coupled range-finder, a focal plane shutter, speeded to 1/1,000 sec., and may fairly claim to be equal to any emergency.

ANOTHER exhibit is a film camera for trick effects, having a revolving head for use with three different lenses and an additional "stills" control knob for exposures of 1/10 to 1/50 sec.

THE apparatus is also fitted with device for "dissolves," trick effects and reverse action, being particularly well designed for trick and comedy pictures of all kinds. Additional means are provided for fading in and out, wipes and dissolves, with masks in various shapes.

FEW publications are so welcomed by the keen photographer as the British Journal Photographic Almanac, which is again to hand in its usual bulk and crowded from cover to cover with advertisements and editorial matter for eager reading or later reference.

IN addition to the general photographic information there are two special articles of special interest to kinematographers—"Colour Filming and the Amateur" and "Splicing Cine Films." Further sections set out available kinematographic apparatus, stocks available and makers' processing formulæ, and a fascinating section dealing with colour separation negatives and colour transparencies.

THE scope of photography is so wide that no single person can exhaust its possibilities, thus the various sections of the almanac will attract different types of readers. There can be none, however, who will not feel that the sum disbursed for the purchase of the B.J. Almanac is money well spent. Prices are 2s. 6d. paper covers and 3s. 6d. cloth.

THE public is at last to be enabled to see in operation the colour console which Strand Electric demonstrated to the Trade a year or two ago. This console and that of a Compton electric organ are to be "played" at the Ideal Home Exhibition at Earl's Court, to be held there from April 11 to May 5.

A BRITISH patent abstract just published (No. 494,003. — Projection screens) stands in the name of E. G. Turner, and reads as follows:—"The base of a projection screen is woven translucent spun glass. The weave may be fine and close, and with or without openings for the passage of sound; perforation may be effected subsequently to weaving. The glass may be tinted to correct the colour of the light source and produce white light in the projected image. For front projection, the woven base may be backed by a coating which is both light reflecting and light obstructing, and an aluminium, silver or gold layer may be provided between them. The screen may be woven with a selvedge to receive eyelets, or it may be bound and eyeleted.

A. DE JONG, who has been joint managing director of Philips Lamps, Ltd., London, since its formation in 1925, is retiring from the company at the end of this month.

J. BENSON.

THIS WEEK'S PROJECTION ROOM

The Rex, Coventry, is equipped with Kalee Eleven projectors, and Regal arcs operating with Mirrophonic sound

SHIP CARBONS

PROJECTIONISTS EXAMINE NEW WESTONE SCREEN

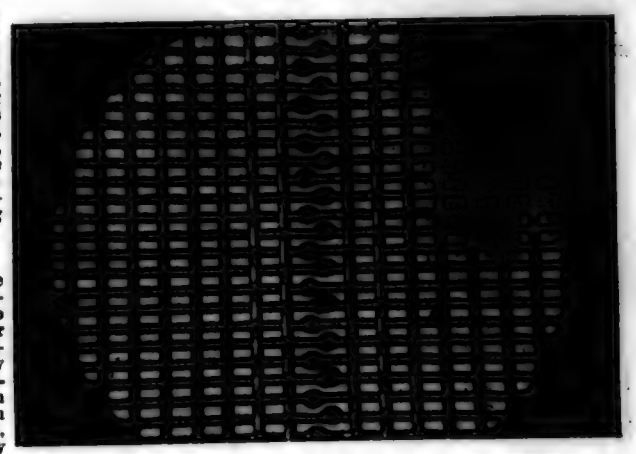
A Marvel of Clever Welding

MATHEMATICS CORRESPONDENCE COURSE

THE new Westone incombustible screen formed the main centre of attraction at last Sunday's Guild of Projectionists' meeting. The chairman, F. W. Thearle, of Andrew Smith Harkness, suppliers of the screen, gave the description.

Mr. Thearle explained the need of the new screen by referring to the L.C.C.'s ruling that only incombustible screens must be installed after July next. The metal used in the construction of this screen is a fine gauze, obtainable only from one manufacturer; it consists of a phosphor-bronze with high tin content. It is almost impervious to acid and alkali conditions, is unaffected by almost any weather or atmospheric attack, while its physical properties are exceptionally high, with an ultimate strength of 70,000 lb. per square inch.

The wire is drawn to size on wire-drawing machines, through diamond dies, 15 dies being used in this operation. During this process, the dies are submerged in a bath of lubricant oil, in order to ease the wire through the stones, and to prevent any scratching or malformation.



Microphotograph showing the weld on the new Westone incombustible screen

Annealing

After drawing, the wire has to be annealed, to bring it to a suitable temper for weaving. This operation is carried out by passing each individual strand through a tube encased in an electric furnace. To ensure a highly polished surface, without oxydation, the tubes through which the wire passes are sealed, and operate in a gas-controlled atmosphere. The weaving process retains the basic principles of ordinary weaving, but the machinery employed is much heavier; obviously no flaw in the material is permissible, and it would be impossible to continue weaving on top of a broken wire.

In the weaving of ordinary textiles, if a shot is dropped or broken, the texture of the material covers up the fault, but in the weaving of wire, a dropped or broken shot would render the screen useless. For the weaving, it is necessary to employ two weavers, and a normal output for an 8½-hour day is only in the region of 9 ft.

Perforating and Fixing

The joint in the cloth is by a process that has been patented, and has been developed only after many years of investigation and research. The microphotograph reproduced shows the weld considerably magnified, there being 80 separate welds in one linear inch. The material is then perforated—a process of considerable difficulty—and the margin is then doubled back and fitted with strong eyelets for tensioning purposes, so that the screen can be strained actually tauter than a fabric screen.

In installation, the roller is placed on the floor in front of the frame, and then the screen is unrolled up the front of the frame. At certain points metal strainers and clips are employed. In the case of the ordinary screen, after several resurfacings there are comparatively few free holes left, and the engineer wonders what is the matter with the sound: with the new screen the holes do not fill in.

After the meeting, members proceeded to the London Pavilion, where a screen has been installed since just after Christmas. E. Purdie, the chief projectionist, expressed himself as entirely satisfied with the screen, which had enabled them to drop two points on the fader, and 25 amps. on his Hall and Connolly arcs. A film projected showed an excellent quality of picture.

Elementary Mathematics

The other attraction of the meeting was an exposition by S. A. Stevens, B.Sc., A.C.G.I., A.M.I.E.E., on the first lessons of the correspondence course.

Mr. Stevens's talk lent an unfamiliar interest to the first two lessons in elementary mathematics, a subject which, he said, the schoolboy is apt to regard as something devised by the schoolmaster to exercise his brain. All the tricks of mathematics were inventions of mankind to enable him to do things which he otherwise could not.

The conceptions of zero and infinity he explained as respectively something smaller than anything we could imagine, and something larger than the largest number we could conceive. It is convenient to employ perfectly general examples, by making use of letters and symbols instead of numbers—the foundations of algebra.

Mr. Stevens concluded his talk by an explanation of fractions and of the least common denominator. W. V. deWan, vice-chairman of the Court, expressed the hope that Mr. Stevens would take them right through the course.

Future Fixtures

Mr. Thearle announced from the chair that the March meeting of the Court would consist of a paper on television, to be held at the G.-B. private theatre; and that the annual general meeting of the Guild would take place on February 19, at the Forum, Villiers Street.

The Court's seventh annual ball was arranged for March 31, at the Portman Rooms, from 10.30 p.m. to 5.30 a.m.; Messrs. Minns and Andrews are honorary organisers; tickets are 3s. 6d. each, the proceeds being devoted to the Court Benevolent Fund, which had been doing good work.

New Members Elected

Six new senior members, one technician member, and eight juniors were elected. One of the first, N. Witty, had gained most of his experience in America, and in support of his application displayed his American licence, which the chairman referred to as a standard to which we in this country should strive. W. Missen challenged the election of two of the new members, who had previously been members of trade unions, until he was assured that they had left the unions in good standing.

F. R. Minns gave brief details of the Court library, from which members could obtain books at any of the monthly meetings held at Bath House. Any member could keep a book until the following meeting.

RCA PHOTOPHONE ACTIVITY

Eighteen New Installations

RCA Photophone reports that during the past few weeks no fewer than 18 kinemas have opened with their equipment. Notable amongst these have been the Adelphi, Dublin—a 2,500-seater, and the most up-to-date kinema in Ireland. Also the Arun, Arundel, and the Palace, Gorleston (the first two kinemas of the proposed new "Rickenya" circuit); the Regal, Southport; Savoy, South Shields; and Regal, Cheltenham—three new A.B.C. houses; and the Danilo, Longbridge—the latest addition to Mr. Dent's Midland circuit.

Other kinemas included in the list of RCA's 18 recent openings are the Raith, Kirkcaldy; Time News, Baker Street; Palace, Fauldhouse; Regent, Newtownards; Hippodrome, Putney; Theatre Royal, Merthyr; Chantry, Grimsby; and the Hippodrome, Holbeach.

PORTSMOUTH'S "TOM SAWYER"

One of the seven window displays, each capturing life-like incidents, arranged by Patrick Read, with the assistance of Portsmouth traders for THE ADVENTURES OF TOM SAWYER (U.A.), at the Odeon

PROGRESS THEME IN MANCHESTER EXPLOITATION

CONTRASTS FOR "GIRL OF THE GOLDEN WEST"

THE march of progress in conditions of living was the theme of T. J. Griffiths' publicity for "The Girl of the Golden West" (M-G-M) at the Trafford Picture House, Manchester. By arrangement with Seymour's garage, he was able to exhibit in his car park an old horse-drawn carriage, in use during the period referred to in the film. A striking contrast was created by the appearance beside this old-time vehicle of the latest model Daimler motor car, backed by suitable art cards tieing up the film with the garage.

A further contrast between early Western times and the present day was achieved as a result of contact with the New Day Furnishing Co., but in this case the mode of living was the subject. In the store's spacious window, a two-section display was built, featuring a representation of a dwelling room of long ago against a model sitting room of modern times. Cut-outs of the stars in the film, Nelson Eddy and Jeanette McDonald, created a life-like atmosphere for this show, which was the centre of keen interest.

In the kinema, the New Day angle was increased by a model suite of furniture set out in the vestibule.

Three days prior to the showing of the film Mr. Griffiths delighted audiences by introducing "A girl from the West"—who in reality, was one of his own usherettes. Attired in a flowing frock and bonnet of the period, she sang the famous song, "Who Are We To Say?" and received a great welcome. This well-defined campaign reflected favourably on the box-office.

Watchman's Hut Capitalised at Torquay

H. B. Milliken was not annoyed when extensive road repairs were being carried out near his theatre, the Regal, Torquay. He managed to utilise the watchman's hut as a bill site and put up the following notice: "Watch Man . . . for 'If I Were King.' Regal—Next Week."

The spacing of the wording that was used made the notice read "Watch Man . . . If I Were King," and passers-by had their curiosity aroused to cause them to study the announcement more closely.

UNIFORMS

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"Men with Wings" Prologue in Liverpool

MODEL PLANE FLIES OVER STAGE

R. A. DWYER, of the Paramount, Liverpool, gave "Men With Wings" (Paramount) a good send-off with a composite page in one of the evening papers. The editorial was devoted mainly to the story of the film, while the advertisers—furnishing, laundry, fashion, musical instrument, grocery, and housing estate firms—all incorporated in their advertisements the title of the story. Most of the firms included in their window displays a card giving particulars of the film and where it could be seen.

A tie-up was arranged with the R.A.F., a recruiting stall being placed in the foyer of the theatre, and in addition the R.A.F. recruiting van toured the city streets to make announcements through its public address equipment.

For the presentation of the film, Mr. Dwyer arranged a novel prologue. Behind a gauze curtain, on which was projected cloud effects, a model aeroplane with an 18-ft. wing span and built by the theatre engineer, "flew" slowly across the stage. The "plane" was fitted with a small electric motor to revolve the propeller, and the sound effects were obtained through the non-sync. apparatus.

FASHIONS FOR "THERE'S ALWAYS A WOMAN"

Hollywood Vogues at Yarmouth

To manager F. C. Elliott, of the Regent, Great Yarmouth, "There's Always a Woman" (Columbia) meant two things from the publicity point of view—beautiful dresses and irresistible music. "There's always a woman," he reasoned, "who admires a pretty gown, and there's always a woman who appreciates romantic melody."

With this idea in view, he sought the aid of Rosalie, well-known gownists, and turned the Regent's display window into an attractive showcase featuring cut-outs of Joan Blondell and Melvyn Douglas with startling film star gowns of the Blondell vogue. The whole display was set back to gain the maximum effect of lighting, and proved to be a great draw for hundreds of women shoppers. Rosalie's also granted generous space in their own window in the popular Central Arcade.

Pemdle's, music dealers, tied-up with musical instruments and radio on the lines: "'There's Always a Woman,' and there's always a bargain when a woman suggests a ———— radio." Snappy slogans were used by the Arcade florists with a colourful display.

"AMAZING" ADVERTISING

Aldershot Teaser Campaign

Boxed teaser advertisements in the *Aldershot News* were used by H. A. Curry as an effective means of Press publicity to boost the screening of "The Amazing Doctor Clitterhouse" (Warner) at the Palace, Aldershot.

Each "box" carried a phrase that emphasised the word "amazing" and at the same time gave an idea of the film's theme by means of two or three expressive words. The teasers appeared on alternate sheets and finally led to the main displayed advertisement.

The "amazing" angle was used to good effect in four empty shop windows, a form of publicity that Mr. Curry favours and finds most successful. The top half of each window was completely covered by a shaped cut-out carrying a variation of the "amazing" phrases and the remainder of the window carried stills, announcements and art cards drawing attention to the show.

BRISTOL BOOST FOR A.R.P.

In connection with a recent "March of Time" (RKO-Radio) issue, G. A. Foster, of the Regent, Bristol, linked up with the Auxiliary Fire Brigade for A.R.P. work, and had an auxiliary fire engine on view in the vestibule of the theatre, to which a large card was attached with the following wording: "Why not join the Auxiliary Fire Service and protect your own home?"

One of the first to see the film was the Superintendent of the Bristol Fire Brigade.

NAUTICAL PUBLICITY IN HULL

Navy League Mounts Guard at Regis

A NUMBER of stunts, each with a nautical atmosphere, provided novel publicity at the Regis, Hull, during the showing of "Boy from Barnardos" (M-G-M). On the opening day, at the invitation of Reynolds Roberts, 90 boys from the Hull Nautical School marched to the kinema and attended a matinée.

Co-operation with the local Navy recruiting department resulted in a Navy recruiting office being erected in the kinema vestibule and this was attended daily by a recruiting officer. Boys and officers from the Hull "Navy League" mounted guard inside and outside the kinema, and at the opening of the kinema each day the "Blue Peter" was flown from the building. Flags of the International Code, loaned by the Hull Nautical School, were used to decorate the vestibule.

At the conclusion of each performance members of the "Navy League" marched on to the stage and presented arms to the audience during the playing of "The King."

"YANK" TOURS BRADFORD

For "Hey, Hey, U.S.A."

Tony Burton, of Morley Street Picture House, Bradford, made some praiseworthy efforts to put over "Hey! Hey! U.S.A." (G.F.D.).

In addition to window displays at a radio dealer's, a furniture store and a gas showroom, he had several other smaller tie-ups with shopkeepers, which produced beneficial results. Shoppers in the busy streets had their attention drawn to the film by an attendant dressed as a typical Yank, with straw hat, horn-rimmed glasses, big cigar, etc., who was taken around the city in Mr. Burton's motor-car with his head and shoulders through the sunshine roof.

VANISHING LADY HUNTED IN DERBY

STORE CO-OPERATES FOR "LOBBY LUD" STUNT

F. J. SMIDMORE is supporting the Gaumont-British New Year publicity drive with a number of worth-while exploitation stunts at the Gaumont, Derby. Perhaps his most notable campaign since the inauguration of his company's "Back to the Kinema" drive was that arranged for "The Lady Vanishes" (M-G-M).

A great deal of publicity was launched in conjunction with Margaret Lockwood's visit to the kinema, and when it was announnced that she would be unable to attend because of her hurried departure to America he capitalised the disappointment with appropriate editorial in the local Press. Numerous column inches of valuable write-ups appeared free of charge.

On the poster side a D.C. in red caught the eyes of pedestrians because of its teaser phrasing. This was "'The Lady Vanishes.' Who is She? When Did She? How Did She? Why Did She? The Solution is at Gaumont Palace."

A "Lobby Lud" stunt in which people were invited to find the vanishing lady was staged daily at the stores of Marks and Spencer, and shoppers were made aware of this by a streamer 10 ft. by 2 ft. over the main window. Over 1,000 book-marks, each illustrated, were distributed by the Strand, Central and Wardwick Libraries.

Each establishment also displayed a book in ply measuring 3 ft. by 2 ft., made by the theatre staff and bearing the film title and name of theatre. In addition, tie-ups were effected with the stores of Ranbys, Rawson and Freeman, and at each place appropriate cards were given prominence. Two hundred star portraits were distributed to patrons.

EERIE ATMOSPHERE FOR THRILLER PROGRAMME

R. Hughes Challenges Cardiff

A somewhat gruesome, yet powerful display of an illuminated skeleton in a black coffin draped with spiders' webs, with imitation vampire bats hovering overhead, was arranged in the vestibule of the Queen's, Cardiff, by Reginald Hughes as part of a successful exploitation in connection with the showing of "Frankenstein" and "Dracula" (G.F.D.). Patrons must have been impressed by the effort, for despite the inclement weather and a counter attraction in the town, the kinema was packed out almost every night.

Added interest was provided by the management, who issued a challenge on the screen to any patron to see the films together at midnight, without company. The person who fulfilled the challenge was granted a free pass for a year.

Usherettes also played a big part in making the stunt a success, by parading the interior of the kinema flashing their torches, the tops of which were decorated with imitation black bats, at every convenient moment. This proved most effective, and, in addition, a spotlight was centred on the "chocolate girl," who was dressed in white with a large vampire bat covering her head. Careful consideration was given to this angle to ensure that the eerie atmosphere was not overdone.

HYDE'S AMATEUR TALENT

Prizes to the value of £10 were given in a "Go-as-you-please" talent competition at the Hyde Theatre, which proved most successful. The applause of the audience decided the winners. The competition was organised by W. L. Huish, and Ben Vann was a genial compère.

Building Patronage with Essay Contests

AN ENTERTAINING METHOD OF APPROACH WHICH, EVEN IN ITS NEW GUISES, NEVER FAILS TO APPEAL

Something out of the ordinary for essay competitions was devised by Harry Clare, of the Odeon, Exeter, in connection with the showing of "Pygmalion" (G.F.D.). Mr. Clare invited men patrons to write Leslie Howard, c/o The Odeon, giving their views on his interpretation of the part of Professor Higgins, and the ladies to express their opinions on Wendy Hiller's portrayal of the character of Eliza Doolittle.

By each post and by hand entries came tumbling in, and Mr. Clare soon began to realise that he had more than he could possibly hope to cope with. Altogether something like 500 entries came to hand, and one of the most surprising features was the universal appeal the competition evoked. Each day, the pile of entries grew higher and higher, and towards the end of the week Mr. Clare enlisted the help of the local representative of the KINE. in sifting and sorting the entries for submission to the judges.

The management of the Odeon provided the first prizes in each class and Messrs. Colsons, of Exeter, offered the second prizes. Wendy Hiller kindly forwarded four autographed photographs of herself for consolation awards.

That the competition proved popular may be judged by the fact that nearly a thousand entries were received.

Money Problems in Bristol

Some good publicity was obtained by K. H. Guscott, of the Orpheus, Bristol, for "We're Going to Be Rich" (20th-Fox) by means of a competition in conjunction with the *Bristol Evening World*. Prizes of £2 2s., £1 1s., and consolation awards were offered for the best answers to the question "What would you do if you suddenly found yourself the owner of £20,000?" Details of the contest appeared in the paper on five consecutive nights, followed by the announcement of awards, the judging being undertaken by the film critic of the paper.

Celebrity at Bournemouth

F. C. Self, of the Odeon, Bournemouth, ran a successful essay competition in connection with the presentation of "Pygmalion" (G.F.D.) and secured additional publicity for the house by arranging for the prizes to be presented from the stage by Kaye Don, the well-known racing motorist.

Miss Mary Munden, the first prize-winner, had the honour of being driven home by Kaye Don in a Pontiac Silver Streak car by arrangement with a local motor dealer.

Mr. Self states that he has established a record for his theatre during the showing of "Pygmalion," for 30,000 people visited the theatre in the first week of showing.

Worthing Press Link-up

H. Kaye arranged a popular tie-up with the *Worthing Herald* to synchronise with the screening of "Free to Live" (Columbia) at the Plaza. This took the form of an essay competition, confined to 100 words, sent in on a postcard, the topic being: "If you were left £50,000 and were 'Free to Live' with one year only in which to dispose of the money, how would you spend it?" A large number of entrants sent postcards and many plumped for a year's foreign travel.

The *Worthing Herald* editor was the judge and the prizes were season-tickets for the Plaza.

Around London with the SHOWMAN

RICHMOND KINEMA AS MUSIC STORE : CONCEALED TALENT IN CHINGFORD : SUN MAKES THE STARS SHINE IN STAMFORD HILL : FREE BEAUTY TREATMENT FOR SHEPHERDS BUSH PATRONS

I MIGHT have been pardoned if I had made the mistake of ordering a set of musical instruments when meeting W. T. Wyatt, acting manager, at the Ritz, Richmond, recently, for around the vestibule were displayed numerous models of saxophones, clarionets, trombones, sets of drums, accordions, and a full-size xylophone, advertising "Alexander's Ragtime Band" (20th-Fox).

Over £200 worth of musical instruments were loaned by a local music store for this show, which was interspersed with a number of cards bearing slogans and catch phrases. One prominent card read: "Alexander did not get his instruments from Bensteads (the firm who helped Mr. Wyatt), but you can." Another card was worded: "If you must kick the gong around, get it at Bensteads." The shop also provided a very fine window display.

A radio store also co-operated with the kinema by installing a radiogram, on which records, featuring music from the film, were arranged. The numerous shoppers at the local branch of Woolworths were advised of the screening by a compelling window display carrying humorous catch phrases.

Additional publicity was obtained in the local Press, by the publication of a special write-up descriptive of the making of the film.

In order to publicise its double feature bill at the London Pavilion of ADVENTURE IN SAHARA and THE LADY OBJECTS, Columbia obtained this enormous double-sided site at Clapham Junction facing the Waterloo and Victoria up lines respectively. The site measures 200 ft. by 12 ft. 6 ins.

"CITADEL'S" RECORDS AT THE EMPIRE

A section of the crowd entering the Empire, Leicester Square, during the seventh victorious week's run of THE CITADEL. To-day, (Thursday) this M-G-M British production adds yet another record to its already imposing list by passing all previous long runs—with the exception of the original BROADWAY MELODY, which, it must be remembered, was shown only four times daily as against six times daily of THE CITADEL

Starring the Staff

There must be a considerable amount of talent of various kinds among members of kinema staffs, but it very seldom gets a chance to shine.

R. J. Fielding made good use of the skill of one of his usherettes at the Chingford Odeon recently, however, in a prologue to advertise the U.A. film "Algiers." Miss Joan Wilson delighted audiences with a short Eastern dance before the screening of the trailer advertising the film, and I gather that her grace was such as to deceive patrons into thinking her to be a professional dancer. This kind of stunt costs nothing to work, pleases the performer and provides a welcome novelty which serves to fix the film in the minds of patrons.

Finsbury Park Double

R. C. Crooks set up a double model—with mechanical effects—to advertise "Algiers" (U.A.) and "Rage of Paris" (G.F.D.) at the Finsbury Park Rink.

One half of this display showed a head of Charles Boyer, the other a similar head of Danielle Darrieux, and a simple electrical device behind kept both of them nodding. A couple of 6-ft. cut-out portraits of these two players were also erected on the front of the circle lounge overlooking the main entrance to the auditorium, illuminated stills and other big cut-outs were placed in the ground-floor lounge and sandwichboard men were sent out to catch the eyes of shoppers and others. Fifteen shop window displays around the district completed the campaign for these features.

The success of "The Cheat" (Unity) was helped by a 5-ft. easel display in the stalls lounge, containing extracts from the reports of the lay Press critics on this unusual film and the flyposting of extra posters with the message: "England thanks France for sending us her greatest screen production —Sascha Guitry in 'The Cheat.'"

Clapton "Clean-Up"

A. W. Street found a local laundry willing to help him with his publicity for "Pygmalion" (G.F.D.). Besides providing an outstanding window display in one of their depots, where the transformation of Eliza Doolittle was compared with the results of their treatment of customers' fabrics, they put bills on their vans touring the neighbourhood so that the message: "The great transformation—see the film at the Kenning Hall, Clapton, and let us make a similar transformation for you" went all over the district.

Mr. Street also had two tie-ups for "Alexander's Ragtime Band" (20th-Fox)—both, naturally, with music dealers, one of whom devoted the whole of his window to a display of Irving Berlin's tuneful successes, with advertising matter about the film as the central focus point.

Balham Odeon's Mickies

The activities of the Odeon's, Balham, Mickey Mouse Club are followed keenly by residents of the district, and from time to time the local Press contains accounts of its proceedings under the guidance of H. Arnold.

Last week one of the newspapers devoted 9 in. of editorial to the fact that the club has reached the 1,400 membership figure. Their likes and dislikes concerning entertainment and their valuable work for charity were outlined by Mr. Arnold.

Deanna in Dalston

For his usual display in the window of the Dalston Picture House Robert Paterson abandoned movement temporarily in favour of a still model to advertise "That Certain Age" (G.F.D.).

On a patch of greensward stood a cut-out of Deanna Durbin in riding kit, with a hunting crop in her hands, and behind was a backcloth depicting a mountain scene, with a trio of Boy Scouts around a camp fire in the centre. Wings suggesting a log cabin and a cluster of pines completed a colourful scene.

Solar Advertising

An unusual sign erected over the canopy of the Stamford Hill Regent must be catching the eyes of most people passing the busy traffic junction where the hall stands. Designed in the form of an enormous rising sun with flaring "corona," this carries the wording: "1939 picture parade—rising to new heights," and on each point of the sun's prominences is a large silver star, on which is printed the title and star names of coming features.

In the foyer I found a couple of striking alcove models advertising the M-G-M production, "Marie Antoinette." One showed half-length portraits of Tyrone Power and Norma Shearer and the other carried a pleasing cut-out of the female star with a revolutionary scene as the background.

David J. Goodman tells me that displays of photo stills from Mickey Mouse films arouse considerable interest.

Palmers Green Spelling Bees

The vestibule of the Palmadium, Palmers Green, is one of the smallest I know, yet F. W. Salter manages to make excellent use of the limited space available for interesting publicity. The current series of Spelling Bees, which he is running in common with two other G.-B. halls, is announced by an amusing cut-out of W. H. Berry, who is acting as spelling master, and several appropriate bills. The local paper is supporting these Bees exclusively.

To advertise "The Rage of Paris" (G.F.D.) Mr. Salter had tie-ups with Lilley and Skinner, the footwear dealers, who made a special display of the type of shoes worn by Dannielle Darrieux in the picture and included in their window a really fascinating 18-in. model of the star. "That Certain Age" (G.F.D.) did excellent business at the Palmadium, partly, no doubt, as the result of a series of tie-ups Mr. Salter fixed with music dealers, Wyman's (the newsagents), florists and hairdressers.

For "Marie Antoinette" (M-G-M) he sent out 1,000 copies of a small folded card of the kind he has found useful in the past. The front carries merely the invitation "For your attention, please," in white script lettering on a dark ground; inside is a half-tone illustration and details of the programme, and the back has the telling message: "For Emergency 'phone 999—for Entertainment 'phone PALmers Green 0700," the latter being, of course, the Palmadium number. Sent in envelopes to patrons on the mailing list these cards are sure of obtaining more than usual attention.

Mayor Attends Prizegiving

A. C. Bustin secured valuable publicity for the Coliseum, Manor Park, E.12, by persuading the Mayor of East Ham and a number of prominent councillors to attend the prize-giving ceremony in connection with an Amateur Radio Contest, open to Coliseum patrons.

After the proceedings the Mayor congratulated the successful competitors in the kinema's vestibule.

Tempting Shoppers

Michael Stern, whose glowing record as a showman goes back many years, arranged a valuable series of tie-ups—the total being about a dozen—for Paramount's "If I Were King" at the Savoy, Stoke Newington. The chief link-up was with Dudley, a neighbouring men's and boy's outfitter, who offered two free seats at the hall to see the film to each purchaser of 10s. worth of goods at the store. Boards around the vestibule of the Savoy drew attention to this attractive offer, and, of course, Dudley's windows repeated the invitation.

Kinema as Beauty Parlour

Geoffrey Warburton, of the Pavilion, Shepherds Bush, remembered his history when deciding to arrange a vestibule display to advertise the screening of "Marie Antoinette" (M-G-M). History tells us that the lady was a famous beauty, and it was this angle that Mr. Warburton stressed.

He provided a fully equipped beauty parlour as a centre of attraction in the vestibule, the salon being staffed by beauty specialists, and lady patrons of the kinema were enabled to obtain a free service. It was a decided success and created a great deal of feminine interest.

Mr. Warburton, I noticed, does not believe in keeping to one style of poster display in the vestibule. For some time the advertising matter has had a pictorial appeal, but now he has adopted the use of a number of shield-shape panels. The lettering is in bold outlines on a blue background.

Razor Link-up in Ealing

A successful exploitation angle was adopted by Jack Smith, of the Forum, Ealing, to put over "St. Martin's Lane" (A.B.P.C.), the idea bearing on the incident in the film in which Charles Laughton makes use of the reflection in a frying pan to shave himself.

Mr. Smith was enabled to fix up 16 shop-window displays with local stores, who made a feature of the sale of an automatic shaving outfit. The arrangements were made by the wholesalers, and the Forum manager was fortunate in securing the sole advertising facilities for boosting the run of the film at the kinema.

In addition, the usual vestibule display was made, in which the cut-out of Charles Laughton in a characteristic excerpt from the picture was on show.

Bold Poster Treatment

I notice that Bernard C. Hunt continues to make good use of the front of the Marlborough, Holloway, as a site for striking cut-outs. Hitherto he has employed portraits cut from coloured litho posters, but the latest is an artist's black-and-white impression of Corinne Luchaire in "Prison Without Bars" (U.A.), taken from renter's publicity.

Against the dark red brickwork of the theatre, this bold model stands out prominently, while a white beam at night makes the effect very powerful.

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Specialised Publicity To Announce "Pygmalion"

PRESS CAMPAIGNS FEATURED IN CONSISTENT EXPLOITATION

SINCE its release a month ago, General Films' "Pygmalion" has received the whole-hearted support of showmen with consistently outstanding campaigns. In many quarters, an underlying "explanatory" note has been incorporated in the exploitation to assure kinemagoers of the film's universal appeal.

A well-defined newspaper teaser campaign, a "Duchess for a Night" competition and a remunerative tie-up with a local car dealer were the highlights of the campaign launched by P. T. Evans in connection with "Pygmalion" (G.F.D.) at the Odeon, Brentwood.

During the month preceding the playdate an intense advance drive was operated for which the co-operation of the local Press was enlisted. Special teasers, incorporating the name of the film in a clever manner, were inserted and followed up by a competition in which entrants were asked the following questions: "If you became a 'Duchess for a night,' would the memory of one auspicious night compensate you for the disappointment of having to return to the 'daily round' and common task, or would the experience make you forever discontented with your present lot?"

Two prizes of 10s. 6d. were offered, with ten tickets to see the film as consolation awards.

The teaser angle was backed by slides in the kinema advising patrons of the arrangements made for booking seats in advance.

Three weeks before the playdate patrons entering the Odeon were greeted with a bright display consisting of banners measuring 30 ft. by 6 ft. and 15 ft. by 3 ft., and cut-outs of Wendy Hiller and Leslie Howard, all carefully flood-lit. Three thousand special throwaways were printed and 2,000 of these were delivered from door to door in the better class districts.

As the playdate approached the famous phrase "Not —— likely" was developed by tying-up with the local Vauxhall car dealers, who inserted a full-page advertisement on the front of the local paper reading: "Walk? Not —— likely. Ride in a Vauxhall to see 'Pygmalion' at the Odeon."

During the week of showing all the home-bound city workers leaving the station were advised of the screening by a sandwich-board man, who issued pamphlets.

Reading Press Medium

Five weeks before the screening of "Pygmalion" (G.F.D.) at the Odeon, Reading, Harry Kerr launched a systematic week-by-week campaign of publicity with three local papers as the principal mediums.

During the first week all issues carried special teaser advertisements "boxed" in prominent positions. The *Chronicle* also ran an editorial headed "They Don't Know," telling readers why the American edition of the film is adapted to suit the idiom of the U.S.A. The following week nine 3-in. teasers appeared, each carrying a snappy phrase relating to the film.

Much attention was created a fortnight before screening by the appearance of advertisements, in the form of an acrostic, of nine descriptive phrases, the initial letters of which formed the name of the film.

Valuable publicity was also received as the result of the attendance of some 150 members of local Old Contemptibles at an evening performance, at which they were inspected in the foyer by the Mayor.

A foyer display, and the distribution of 2,000 leaflets aided Mr. Kerr's newspaper drive.

Extended Posters at Aldershot

When "Pygmalion" (G.F.D.) was being presented at the Empire, Aldershot, R. H. Fairs proved that with a little forethought and planning a poster campaign, worked over a large area, is a most effective means of publicity.

Realising that the film should draw patrons from Farnham and Fleet on one side and from Farnborough, Camberley and neighbouring towns on the other, it would be necessary to bring to their notice in a bold manner that the Empire would be screening the picture. He decided, therefore, to place striking 48-sheet posters on sites that he had never used before, so that passers-by, and those coming out of side residential streets, would be faced with the huge pictorial announcements of the Empire's big feature. This campaign of "regional" exploitation proved a great success.

A vestibule display and special pictorial displayed advertisements in the local paper backed up the poster campaign.

Cardiff Stage Prologue

Tie-ups with four well-known Cardiff firms which resulted in effective shop window displays featured in Arthur Craven's exploitation for "Pygmalion" (G.F.D.) at the Odeon.

There was a particularly attractive display at the showrooms of the Cardiff Corporation Electricity Dept., where heads of Wendy Hiller and Leslie Howard were set up and brightly illuminated. Enlarged stills were prominently exhibited at Robert Lane's, Ltd., a beauty products firm; Jotham's, Ltd., gentlemen's tailors; and Godfrey and Co., wireless dealer.

A decorated archway was erected in the vestibule of the kinema, while attractively dressed "dummies" of Wendy Hiller as the peasant girl and the duchess stood near by.

As a finishing touch to what proved to be an effective campaign Mr. Craven arranged for a page-boy to open a huge book on the stage showing illuminated photographs of Leslie Howard and Wendy Hiller in their various rôles.

Flower Girl Angle at Reading

Miss C. Morris, of the Pavilion, Reading, arranged a striking foyer display plugging the flower-girl angle of the "Pygmalion" (G.F.D.) plot during the film's second run in Reading.

Aided by members of the staff, Miss Morris made dozens of crêpe paper flowers, which were arranged in garlands around the foyer, and were also incorporated in two flower-girl scenas in the vestibule, in which full-size cut-out figures of Wendy Hiller in cockney flower-girl costume were employed.

Much amusement was caused by the following small ad. in the daily issues of the *Reading Gazette*:—"Pavilion, Reading. If you missed the first run of 'Pygmalion,' are you going to miss seeing it here? Not —— likely."

Ipswich Impersonators

The management of the Odeon, Ipswich, gave prizes during the showing of "Pygmalion" (G.F.D.) for the best impersonation of Leslie Howard and Wendy Hiller.

"Rich Man, Poor Girl" in Bristol

Through the co-operation of the local distributors of Standard cars, J. E. Williams, of the Embassy, Bristol, secured a full page boost in the local Press for "Rich Man, Poor Girl" (M-G-M).

The page was headed by a reproduction of a strip of film showing some of the scenes in the picture, followed by the cast and the name of the theatre, and at the side excerpts from criticisms of the film. Following this was a story, told in a series of pictures, of how the wife of a rich man, who was careful about money matters, induced him to buy a new car by showing him the economy and the value for money of the new Flying Standard "8." It was clever publicity and provided a fine boost for the film.

The theme of the plot and author of General Films' PYGMALION are suggested by this bold display designed by Alex Thomson and constructed by his staff at the Regal, Colchester

ATTRACTING BARROW'S MUSIC FANS

"Alexander" Tunes Plugged Through Many Sources

BY the time "Alexander's Ragtime Band" (20th Century-Fox) was presented at the Ritz, Barrow-in-Furness, G. B. Kay and his assistant, T. Mooney, had made the majority of residents within a large radius of the kinema "Irving Berlin conscious." Naturally, music formed the backbone of the exploitation, but the methods adopted to put this over were numerous and varied.

To begin with, patrons entering the kinema a week before the playdate were attracted by a colourful vestibule setpiece consisting of a large cut-out display incorporating a representation of a dance band. Arranged around this were a number of musical instruments, including piano, drums, saxophone, trumpet, etc., obtained from a local dealer.

The actual tunes from the film were plugged over a radiogram at the side of this display, and the resident organist, James Peters, featured a special interlude. Even patrons in the café were entertained by Irving Berlin records.

At Bass's music store, from where the instruments were obtained, a fine setting was arranged in the window, and throughout the day records were relayed. Stills and art cards were incorporated in displays at two local stores of Kelly's and Waterhouse's.

Very few dancing enthusiasts in the district were in doubt as to the film's screening, for all the song hits, accompanied by appropriate announcements, were played at three local dance halls, the Victoria Park Hotel, the Public Hall and the Baths Dance Hall. In addition, by inviting the Press to the first screening, a very favourable write-up appeared in the *North-Western Daily Mail*.

Big Press Boost for "It's in the Air"

Devoting almost a whole page and giving a prominent place to the title of the film and its star, the *Sunday Chronicle* on Sunday (January 29) started publication of the story of A.B.F.D.'s "It's in the Air," now at the Dominion and the New Victoria, following a successful run at the New Gallery. The excellent lay-out of stills from the film and the entertaining way in which the story is told in the first person provides very powerful advance exploitation for the picture soon to be shown all over Great Britain.

A composite page in the *Chorley Guardian* was a feature of the exploitation carried out by the management of the Odeon, Chorley, for "Sixty Glorious Years" (RKO-Radio).

"MODERN ARCHERY" EXPLOITED IN ROCHDALE

DARTS FIGURE IN "ROBIN HOOD" DISPLAYS

THE trend of modern archery—darts—was the theme of Reginald Jordan's exploitation for "The Adventures of Robin Hood" (First National) at the Regal, Rochdale. By enlisting the aid of Marks and Spencer, this angle was broadcast to the public through a colourful window display featuring various dart boards against a cut-out scena of Errol Flynn in the film. Appropriate catch-lines were used to link the screening with the game, and the angle was emphasised further by dart boards and cut-outs of Errol Flynn suspended all round the store. These, together with a 20-ft. streamer in a prominent part of the shop, were erected a fortnight before the playdate.

A similar display to that in the store's window, backed by coloured window transfers, attracted the attention of patrons entering the kinema.

Supporting items in the series of tie-ups were obtained by contacting traders stocking "Robin Hood" hats; two large gown showrooms devoted whole windows to attractive layouts of the latest shades in ladies' fashions—"Sherwood" green and "Marion" blue, and the premises of Holmes' libraries and Clegg's bookstores were filled with copies of the book. The book also received publicity at Ward, Lock and Co., who supplied free of charge a number of attractive coloured throwaways.

A tie-up with Buckfast tonic wine resulted in a further dozen window displays, all built on the slogan, "'Robin Hood,' friend of the poor—'Buckfast Tonic Wine,' friend of all."

To round off the campaign, personal letters were sent to the director of education and over 40 schools in the district—with gratifying results.

'SIXTY GLORIOUS YEARS' IN ABERDEEN

Anna Neagle Honoured

Widespread publicity, consisting of many methods of approach, has been given the two weeks' run of "Sixty Glorious Years" (RKO-Radio) at the Regent. In addition to tie-ups in various shops in the main streets of the city and newspaper advertisements, whole pages have appeared in the local newspapers regarding the film. These dealt not only with the photography and acting but also with the period in history which the film covers, the scenes at Balmoral Castle and the stars who took part.

Considerable space was devoted to Miss Anna Neagle, who further advertised the film by paying a special visit to Aberdeen on the first day of the screening of the film in which she plays the leading part. Miss Neagle, who travelled from London, was accompanied by Robert Graham, representing Herbert Wilcox, her producer, and Ralph S. Bromhead, general manager of County Cinemas. The visit is recorded fully on page 17.

"Archery of To-day"—darts—is the theme of this compelling window display secured by Reginald Jordan in the Marks and Spencer store for THE ADVENTURES OF ROBIN HOOD (First National) at the Regal, Rochdale

Chichester's Professionals Circularised

The N.S.S. trailer for "Sixty Glorious Years," screened eight weeks in advance of the R.K.O. Radio film's playdate at the Plaza, Chichester, launched T. D. Hunt's successful campaign.

By linking up with Parkes and Mainwaring, of Birmingham, 1,000 folders were secured for distribution to patrons, and special illustrated quads were obtained to supplant the usual form of poster advertising.

A fine response was recorded from circular letters addressed to school teachers, ministers, choir masters and other professional practitioners for seat reservations, for parties exceeded all previous records. One party which bumped-up box-office receipts, and at the same time produced editorial in the local Press, was the attendance of the Chichester choir at the kinema as part of their outing.

GIANTS IN NUNEATON

The title of the RKO-Radio film, "Sky Giant," received a fine boost from H. H. Walls, of the New Palace, Nuneaton, who arranged for a local travel agency to exhibit in their window models of two giants of the skies—the Imperial Airways aeroplanes.

Stills from the film and appropriate publicity matter caught the attention of passers-by.

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Creating Atmosphere with Music

WE have eleven films on our release list considered this week, but music does not play a leading part in any of them, although we can notice several theme songs which are featured for some obscure reason or other. One of these is "Thanks for the Memory," in which Bob Hope and Shirley Ross are given opportunities to sing some melodic numbers which include the title song, "Two Sleepy People" and "While a Cigarette is Burning." When we get a film of circus life like "The Circus Comes to Town" I always feel that unless the opening sequences are sufficiently serious to warrant a "Pagliacci" excerpt it is far better to open out with a bright martial movement typical of the entries of the artistes into the sawdust ring and ignore any other side lines.

For the film "Four Daughters," which deals with the family of a musician, in which the four sisters fall in love with the same gay deceiver, we can usefully revive Drigo's "Valse Bluette" with its melodic themes and dainty construction. Montague Ring's "Three African Dances" suite is used for the African film, "Old Bones of the River," but for some obscure reason there is no recording, at least as far as I can trace, of this remarkable and even standard Oriental suite.

"OLD BONES OF THE RIVER" (General F.D.)

CERT. U. 8,110 ft. Reg. No. Br.Dr.1,205. Reviewed in KINE. December 22, 1938.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STAR.—Will Hay.
ATMOSPHERE.—Wild African comedy extravaganza, very freely adapted from one of the "Bones of the River" stories by Edgar Wallace.
ORGAN.—"Three African Dances" Suite, Montague Ring (Chappell), No. 3, presented as an introductory interlude, with adaptation from the piano-solo only.
NON-SYNC.—"Suite Orientale," Popy, No. 4 only recorded on H.M.V. 1845 by Marek Weber's Orchestra.
LIGHTING EFFECTS.—Deep orange fading to deep purple only.

"FOUR DAUGHTERS" (Warner)

CERT. U. 8,065 ft. Reg. No. F.891. Reviewed in KINE. November 3, 1938.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page, John Garfield, Jeffrey Lynn, Dick Foran.
ATMOSPHERE.—Romantic comedy-drama of family life, in which four daughters are in love with the same man.
ORGAN.—"Valse Bluette," Drigo (Chappell), presented as an introductory interlude, with adaptation from the piano-solo copy.
NON-SYNC.—As organ, recorded on Decca-Brunswick O.1858 by Victor Young and his Orchestra.
LIGHTING EFFECTS.—Two shades of blue only.

"MOTHER CAREY'S CHICKENS" (RKO-Radio)

CERT. U. 7,364 ft. Reg. No. F.860. Reviewed in KINE. October 27, 1938.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Anne Shirley, Ruby Keeler, James Ellison, Frank Albertson.
ATMOSPHERE.—Domestic comedy, bearing a close resemblance to "Little Women" in style period, matter and arrangement. The chief episodes take place in a Rhode Island mansion turned into a boarding-house.
ORGAN.—Novelty entr'acte, "Sunbeams and Butterflies," Ketelbey (Bosworth), presented as an introductory interlude, with adaptation from the piano-solo copy only.
NON-SYNC.—As organ, recorded on Bosworth B.C.1062 by the Regent Classic Orchestra.
LIGHTING EFFECTS.—Blending of light blue and lilac only.

"THANKS FOR THE MEMORY" (Paramount)

CERT. A. 7,028 ft. Reg. No. F.1072. Reviewed in KINE. December 1, 1938.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Bob Hope, Shirley Ross.
ATMOSPHERE.—Comedy-drama of marital misgivings, set on the fringe of Bohemia. Theme songs are specially featured and sung by the two stars.
ORGAN.—Short pot-pourri of theme-song refrains, (a) "Thanks for the Memory," (b) "Two Sleepy People" and (c) "While a Cigarette was burning."
NON-SYNC.—As organ; recording of (a) cannot be traced, (b) and (c) available on H.M.V. B.D.5437, recorded by Geraldo's Orchestra.
LIGHTING EFFECTS.—(b) and (c) Deep blue and violet.

"THE RETURN OF THE FROG" (British Lion)

CERT. A. 6,808 ft. Reg. No. Br.R.1130. Reviewed in KINE. December 1, 1938.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STAR.—Gordon Harker.
ATMOSPHERE.—Comedy crime melodrama, a sequel to "The Frog," adapted from Edgar Wallace, equal in every way to its predecessor.
ORGAN.—"Villainous Theme," Incidental, Fredk. Rosse (Bosworth), presented as an introductory theme, with adaptation from the piano-solo copy.
NON-SYNC.—As organ, recorded on Bosworth B.C.1010 by Louis Voss and his Orchestra.
LIGHTING EFFECTS.—Deep red only.

A. W. OWEN'S SELECTIONS OF ORGAN MUSIC, NON-SYNC. NUMBERS AND LIGHTING EFFECTS FOR MARCH 20 RELEASES

"TENTH AVENUE KID" (British Lion)

CERT. A. 5,927 ft. Reg. No. F.788. Reviewed in KINE. October 6, 1938.
PUBLICITY.—One 12-sheet, one 5-sheet.
STAR.—Tommy Ryan.
ATMOSPHERE.—Gangster melodrama with a regeneration theme approached from a powerful juvenile angle.
ORGAN.—"Retribution," tense dramatic incidental, Martell (Bosworth), presented as an introductory interlude, with adaptation from the orchestral piano copy.
NON-SYNC.—As organ, recorded by the International Radio Orchestra on Bosworth B.C.1063.
LIGHTING EFFECTS.—Deep red only.

"VACATION FROM LOVE" (M-G-M)

CERT. A. 5,924 ft. Reg. No. F.895. Reviewed in KINE. November 3, 1938.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Dennis O'Keefe, Florence Rice, Reginald Owen, June Knight, Herman Bing.
ATMOSPHERE.—Inconsequential romantic comedy with tuneful incidental song and a crazy type of fare with a boisterous grand finale.
ORGAN.—Novelty entr'acte, "The Frog's Wedding," Bell (Bosworth), presented as a separate interlude, with adaptation from the orchestral piano copy only.
NON-SYNC.—As organ, recorded by the Regent Classic Orchestra on Bosworth B.C.1060.
LIGHTING EFFECTS.—Light green and purple only.

"THE CIRCUS COMES TO TOWN" (Pathé)

CERT. U. 5,794 ft. Reg. No. F.978. Reviewed in KINE. November 17, 1938.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—Marjorie Main, Anne Nagel, Grant Richards, Jack La Rue.
ATMOSPHERE.—Melodrama of circus life with thrills that include an exciting encounter between the circus proprietor and a lion, a big fire sequence and a breath-taking climax.
ORGAN.—March, such as "Knightsbridge" from the "London Suite," Eric Coates (Chappell), presented as an introductory interlude, with adaptation from the piano-solo copy.
NON-SYNC.—As organ, recorded on H.M.V. C.2656 by the composer and his New Light Symphony Orchestra.
LIGHTING EFFECTS.—Deep amber fading to red only.

"FROZEN NORTH" (Butcher's)

CERT. U. 5,600 ft. Reg. No. F.903. Reviewed in KINE. November 3, 1938.
PUBLICITY.—One 6-sheet.
STARS.—Russian cast.
ATMOSPHERE.—Melodrama of the frozen North, recording the fortitude of a small expedition sent by the Russian Government to prospect for tin mines.
ORGAN.—"Norwegian Scenes," Suite, Matt (Hawkes). No. 1, "View of the Mountains," only, presented as an introductory interlude, with adaptation from the piano-solo copy only.
NON-SYNC.—As organ, recorded on Boosey-Hawkes B.H.1916 by the Regent Concert Orchestra.
LIGHTING EFFECTS.—Deep amber only.

When Anna Neagle visited the Rialto, Blackburn, in connection with the screening of SIXTY GLORIOUS YEARS (RKO-Radio), on Monday, she was intrigued by this 1894 car (made in one of the glorious years), on show in the kinema's vestibule

"WHILE NEW YORK SLEEPS" (20th Century-Fox)

CERT. A. 5,536 ft. Reg. No. F.928. Reviewed in KINE. November 10, 1938.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—Michael Whalen, Jean Rogers, Chick Chandler, Robert Kellard.
ATMOSPHERE.—The second of the "Roving Reporter" series, a newspaper-cum-crime comedy-drama, dealing with the investigation of the death of an insurance detective.
ORGAN.—"Otello" Suite, 8. Coleridge-Taylor (Hawkes), No. 1 only, presented as an introductory interlude, with adaptation from the piano-solo copy.
NON-SYNC.—As organ, recorded on H.M.V. B.4273 by the New Symphony Orchestra.
LIGHTING EFFECTS.—Deep purple only.

"ANYTHING TO DECLARE?" (Butcher's)

CERT. U. 6,865 ft. Reg. No. Br.1198. Reviewed in KINE. November 17, 1938.
PUBLICITY.—One 12-sheet, one 6-sheet.
STARS.—John Loder, Noel Madison, Belle Crystall, Leonora Corbett.

Continued in next column

B.B.C. BROADCAST POPULARISES ORGAN

ERIC SPRUCE'S EFFORT AT PALLADIUM, PAIGNTON

SIX years ago a Christie organ was installed in the Palladium, Paignton, an excellently equipped theatre holding just about 1,100 patrons when playing to seating capacity. This private company has always had strong opposition by its being so near to Torquay, where several organists of repute were regularly featured. On one or two occasions the organ has been closed up for the non-seasonal periods. Last year in the early summer word reached me that the new management were appointing a new organist because the B.B.C. were arranging to give a test with a view to periodical broadcasts being given from this theatre.

Eric Spruce, A.R.C.M., who happened at that time to have just concluded an engagement at the Electric Theatre, Bournemouth, was, I thought, the very organist for the position. A wire put him in touch, a motor journey the following morning, followed by successful trial tests by the B.B.C. the day after resulted in his appointment as organist. Since then careful publicity, recitals of worth while music and cleverly contrasted interludes have, augmented by regular broadcasts (which have been a great attraction in Paignton), consolidated the position.

Eric Spruce, who has now a considerable fan mail, has just been told that an increasing number of broadcasts may be anticipated, and the directors feel that the success of the organ is due to him and the broadcasting publicity which has been obtained for the theatre, organ and himself.

Both the management and organist are to be congratulated, the former for their courage and foresight in the initial installation in Paignton and the latter for his ability to provide recitals which have pleased patrons and B.B.C. alike. The first broadcast was fixed for January 30, and later ones on February 10, February 24 and March 9.

A. W. O.

ATMOSPHERE.—Espionage drama with romance and villainy as its chief ingredients, portrayed in thrilling sequences.
ORGAN.—"Dramatic Finale," No. 54, Fredk. Noyes (Boosey-Hawkes), presented as an introductory interlude, with adaptation from the orchestral piano-conductor copy.
NON-SYNC.—As organ, recorded by the Regent Concert Orchestra on Boosey-Hawkes B.H.1920.
LIGHTING EFFECTS.—Deep crimson only.

Solo Organ Interlude (Series 2) No. XXII

"THE PRIVATE LIFE OF HENRY VIII"

By Frederick Warrender, at the Piccadilly, Sparkbrook, Birmingham

ORGAN: COMPTON THREE-MANUAL, 10-UNIT

A BIRMINGHAM organist again sends us an interlude for the KINE. series, and this time our contributor is Fredk. Warrender with a farcical comedy type of recital which will get a hearty laugh and provide good entertainment.

Such interludes are in every way justifiable as they form that very necessary contrast to more serious efforts. It will, I feel, be welcomed and used by many organists. Fredk. Warrender is one of the group of Birmingham residential organists who have done excellent work in the Midland city for a very long period and the way in which they co-operate is an example which might well be copied in other important provincial centres.

A. W. O.

No.	Slide Matter.	Music.
1.	"The Private Life of Henry VIII"	"I'm Henery the Eighth I am." (Francis, Day & Hunter.)
2.	A great statesman, scholar and sportsman, but with six wives to his credit, was he the ideal husband?	Do.
3.	Ann Boleyn, professing her love for Henry, said: "Let Me Call You Sweetheart"	"Let Me Call You Sweetheart." (Feldman.)
4.	Henry replied: "I've Got a Feelin' You're Foolin'!"	"I've Got a Feelin' You're Foolin'" (Francis, Day & Hunter.)
5.	Then he chopped off her head, saying: "Now That You've Gone," I can see more of Jane Seymour.	"Now That You've Gone." (Feldman.)
6.	He did—and she soon presented him with a son, saying: "What a Little Moonlight Can Do."	"What a Little Moonlight Can Do." (Cinephonic.)
7.	Henry, being a bit annoyed, replied: "You Take the High Road and I'll Take the Low Road."	"You Take the High Road." (Scotch Song.)
8.	Then he got all hot and bothered about Anne of Cleves, and murmured to himself: "Someday I'll Make You Love Me."	"Someday I'll Make You Love Me." (Feldman.)
9.	"And So He Married the Girl"	"And So He Married the Girl." (Feldman.)
10.	Henry soon fell for a dizzy blonde, Katheryn Howard, to whom he used to sing: "K.K.K.Katie."	"K.K.K.Katie."
11.	Hearing of his wife's secret love affair, he demanded: "Who Were You With Last Night?"	"Who Were You With Last Night?" (Feldman.
12.	"What is the Use of Loving a Girl," he moaned, "If the Girl Don't Love Me?"	"What is the Use of Loving a Girl?" (Francis, Day & Hunter.)
13.	But Henry was no fool, and insisted upon knowing: "Who Walks In When I Walk Out?"..	"Who Walks in when I Walk Out?" (Maurice.)
14.	His Ministers, knowing his partiality to the axe, murmured to themselves: "More Work for the Undertaker."	"More Work for the Undertaker." (Francis, Day & Hunter.)
15.	One might have thought that Henry had had enough by now, but no, he takes a final chance	"Just One More Chance."
16.	He marries Katherine Parr, and declares that it is a "Parr Parr Better thing that I Do Now Than I Have Ever Done Before."	Do.

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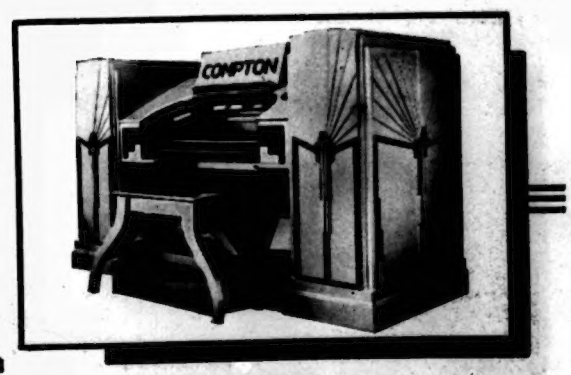

EDINBURGH E.T.U. VISIT TO RECTIFIER WORKS

OVER A HUNDRED MAKE THE TRIP

WHAT is probably the first organised visit ever paid by Edinburgh projectionists to a place of technical interest occurred on Sunday, January 29, when over one hundred projectionists visited the factory of Bruce Peebles and Co., Ltd., at Granton, Edinburgh.

The visit, which was organised by the Edinburgh kinema branch of the E.T.U., aroused great interest within the entire area—there were many present who had come a considerable distance, from Falkirk, Kirkcaldy, Peebles, etc. In addition, well-known Edinburgh projectionists were also in attendance.

The party was received by Mr. Crawley, assistant to J. W. Rodger, the chief engineer, and then, in small groups, conducted throughout the various departments by expert guides.

G. Gilchrist, of the E.T.U., in reply, thanked the directors of Bruce Peebles and all who had helped to make it a most pleasant and instructive afternoon.

Edinburgh projectionists photographed while visiting the Bruce Peebles works on a trip arranged by the local kinema branch of the E.T.U.

EVENLITE AT B.I.F.

Evenlite Tubes, Lamp Developments, Ltd., is exhibiting its products at the British Industries Fair. The exhibit includes the Evenlite wiring channels which are constructed of extruded brass section, instead of the usual folded sheet metal, making possible a very rigid construction by the use of stout-gauge metal, and ensuring sharp returns. The backplates used in conjunction with the channels are made of 3/32-in. bright steel with tapped brass pillars counter-sunk to form guides for the fixing screws. The channels can be removed from their backplates without disturbing either the wiring or holders.

A new conduit box ingeniously constructed is also a feature.

SPRAYING FLUIDS

The Talfacto Co., Blackpool, has a contract to supply all the kinemas controlled by the Odeon circuit.

Talfacto spraying fluid is supplied in a variety of perfumes to suit all preferences—bouquet, gardenia, lavender, oriental, pine and wallflower, and can be supplied in any other odour required.

The company also supplies spraying equipment for use in kinemas, which gives a very fine continuous spray and is very easy to operate.

SHEFFIELD PROJECTIONIST DANCE

The sixth annual dance of the Sheffield Associated Kinema Projectionists will be held at the Cutlers' Hall, Sheffield, on Tuesday, February 21. Many prominent trade personalities have promised support.

New Kinema Schemes

AND THEIR PROGRESS

WORTLEY.—Leeds Watch Committee has approved a plan of a proposed kinema in Lower Wortley Road, Greenside View and Greenside Street, Wortley.

OAKHAM.—Plans have been passed by Oakham Urban Council for the erection of a kinema to be known as the Trocadero. Bert Cole, of Leicester, is the promoter of the scheme.

Thomas Black, of Leicester, also proposes building a kinema at Oakham. His house, the New Regal, is to include a car park, café and ballroom.

SOWERBY BRIDGE.—At Sowerby Bridge Council a letter was read from the company who took over the Pollit and Wigzell's site, fronting Wharf Street, stating that they hoped to be in a position to submit plans to the Council in two or three months' time.

PLANS DISAPPROVED

SHEFFIELD.—Plans have been disapproved by Sheffield Corporation submitted by Intimate Cinemas (Totley), Ltd., for the erection of a kinema and dance room in Baslow Road. The Committee recently granted the application under the Restriction and Ribbon Development Act, 1935.

KALEE CONTRACT

Among the latest contracts secured by W. L. Grice, Midland manager for Kalee, Ltd., is that for the new Windsor kinema, Nottingham. This new house is expected to be completed in May next, and Kalee, Ltd., have been entrusted with the contract for the projection theatre equipment, which includes the latest Kalee Twelve projectors.

As the Exhibitor Said . . .
"It is now one year and seven months since I installed your Mirrophonic equipment—I am now playing to the best business in the history of this cinema."
Western Electric
MIRROPHONIC
SOUND SYSTEM

LIGHT FILTERS IN THEORY AND PRACTICE

Kodak Expert's B.K.S. Paper

THE theories underlying the numerous types of photographic light filters were the subject of last Monday's B.K.S. lecture. The lecturer was G. J. Craig, of the Wratten filter department of Kodak.

Opening the meeting, the president (A. G. D. West, M.A., B.Sc.) referred to the society's annual dinner (held yesterday), at which Sir John Simon and Lord Rayleigh were to be guests of honour, and which was to be attended by representatives of all sections of the Industry, including Isidore Ostrer, the secretary of the K.R.S., the chairman of the C.E.A. (all patron members of the society), and other Trade personalities.

Mr. Craig commenced his paper by a review of the theory of light, the applications of primary and complementary colours, and the effect of different sensitisation of the emulsion.

The Type of Glass Employed

Wratten light filters, he continued, consist primarily of dyed gelatine films. Three types of mountings are used; for filters for high-grade work, such as three-colour process work, ground optical flats have to be used, which are, however, weighty and expensive; for ordinary work, high-grade plate glass is employed, while for safelights and other filters in which no optical image is involved ordinary grades of glass are used.

Filters may be divided into two main classes: compensating or correction filters and contrast filters. The former, as the name implies, are used in compensating for the difference between the sensitivity curve of the eye and that of the emulsion. Full correction can only be obtained, of course, where a panchromatic emulsion is employed. This emulsion is too sensitive to blue and red; consequently for full correction we require a filter containing the two complementaries to these colours at the necessary strength, and also a component to absorb the ultra-violet. The complementary of blue is yellow, and the dye generally used absorbs also the ultra-violet; the complementary of red is blue-green, so that these colours are mixed together in suitable proportions to form the requisite filter, the resulting colour being green.

Correcting Plus X

This filter, the X-1, produces full correction with panchromatic emulsions such as Plus X. Since the apparent colour sensitivity of the emulsion will alter if the light source is changed the fully correcting filter is designed for use only with a specified light source, namely, daylight. With tungsten lighting the red sensitivity is greatly increased, and the filter is accordingly composed mainly of blue-green.

Contrast filters are used for accentuating the difference between two colours when reproduced in monochrome, and also for special purposes, such as haze cutting. Atmospheric haze is produced by the scatter of light by minute water particles suspended in the air; the degree of scatter is dependent on the wavelength, and for appreciable reduction the ultra-violet must be absorbed by a yellow filter, such as the Wratten G, or a red filter, such as the F.

Certain filters are specially widely used by motion picture cameramen on outdoor locations; in the studio itself the necessity does not arise, since make-up, clothing and sets can be adjusted in colour to suit the stock. For the elimination of haze and general improvement in tone rendering for outdoor scenes, a series of filters ranging from yellow to light red are employed, known as Aero 1, Aero 2, G, and 23A. The last is employed more particularly for moonlight effects in daylight, the blue sky reproducing almost black; at the same time the negative is deliberately under-exposed to obtain the harsh contrasts characteristic of moonlit scenes.

In order to avoid over-exposure without stopping down the lens, and so increasing the depth of field, the filters 3N5 and 5N5 are very useful, comprising Aero 1 and Aero 2 filters respectively, bound up with a neutral density filter having a transmission of about 50 per cent.

Infra-Red and Ultra-Violet

In addition to these more or less standard filters, infra-red filters are used for long-distance photography, and ultra-violet for sound recording, the latter producing a surface image on the emulsion.

Mr. Craig dealt next with the question of filter factor, which he pointed out was dependent both upon the type of emulsion and the light source. Suppose a red filter is to be used, with a panchromatic emulsion the red will represent one-third the total sensitivity of the emulsion, and the filter factor will be 3; with a non-colour-sensitive emulsion, the red sensitivity is a negligible factor of the whole, and the filter factor will approach infinity.

Questions and Answers

A number of valuable practical points emerged from the following discussion.

John New raised an important point: the need for filters to balance for different conditions of daylight with colour films. Mr. Craig stated that the colour temperature might vary from 1200° to 1800° K for a blue sky, while noon sunlight might have a temperature of 5400° K; he agreed that there was very considerable difficulty in compensating for these differences. Mr. New suggested a form of infinitely variable filter.

The meeting concluded with a couple of films, first an interesting reel of pre-war trick work, shown by courtesy of the British Film Institute; and a two-reel film, made by Morris Motors, showing the manufacture of a motor-car tyre.

NEW PATENTS

These particulars of New Patents of interest to readers have been selected from the Official Journal of Patents, and are published by permission of the Controller of H.M. Stationery Office. The Official Journal of Patents can be obtained from the Patent Office, 25, Southampton Buildings, London, W.C.2, price 1s. weekly (annual subscription, £2 10s.)

Applications

1863.—F. F. M. Abbott. Film-magnifying, etc., screen. January 19.

2330.—J. A. P. Bax. Stage, etc., scenery. January 23.

2425.—R. Fischer. Colour photography. January 24.

2640.—A. Hemminger. Spools for roll films. January 25.

2324.—Zeiss Ikon Akt.-Ges. Kinematograph cameras. January 23.

Specifications

498,922.—D. E. Hardie. Apparatus for ascertaining the depth of focus of a camera lens, and for other purposes connected with photography.

499,139.—P. H. Terry. Method of and apparatus for the production of motion-picture film of the animated cartoon type.

499,026.—Universal Camera Corporation. Film advancing and exposing means for motion-picture cameras.

499,376.—W. Vinten, Ltd., and C. Vinten. Printing of kinematograph films.

499,378.—L. Damblanc.—Apparatus for viewing kinematographic films or bands.

Printed copies of the full Published Specifications may be obtained from the Patent Office, 25, Southampton Buildings, London, W.C.2, at the uniform price of 1s. each.

FINE GRAIN DEVELOPMENT

Recent Research Achievements

Most fine-grain developers make use of paraphenylenediamine, the objections to which are that it develops slowly, it is poisonous, it stains, it does not keep, it is expensive, and it gives great losses of emulsion speed.

The methods adopted in recent researches appear to be similar to those used for a different purpose by Drs. Spencer and Harrison in their work on Dufaycolor—the use of a silver solvent. Tests indicated that the alkali thiocyanates were very effective in diminishing graininess, due, presumably, to an actual reduction in the size of the individual silver grains by virtue of the dissolving action, and to a more homogeneous deposition of silver as a result of physical development.

Experiments were made employing potassium thiocyanate; used with a simple developing formula, it was found that the first additions caused a decided drop in graininess, while additional quantities caused a much smaller decrease. At concentrations of about 1 gram per litre, a relatively large diminution of graininess resulted, with a minimum loss of emulsion speed. The time of development decreased slightly with the first additions of thiocyanate and then rose decidedly, while the fog values increased progressively.

Curves illustrating the effect of varying concentrations of thiocyanate show that the choice of concentration depends on how much emulsion speed-loss is tolerable. The following formula was ultimately decided upon, known as DK-20:—

Elon	5 grams
Sodium sulphite, anhydrous	100 ,,
Kodalk	2 ,,
Potassium thiocyanate	2 ,,
Potassium bromide	0.5 ,,
Water	1 litre

The activity was of the same order as that of formula D-76, but it was not considered advisable to increase this unless absolutely necessary, since tests have indicated that graininess increases with activity of the developer.

Victor McLaglen, as Sergeant MacChesney in RKO-Radio's screen version of Rudyard Kipling's famous ballad, GUNGA DIN

London and Provincial Trade Screenings

NEW FILMS TO BE SHOWN DURING THE WEEK ENDING FEB. 16

LONDON

Date.	Time.	Place.	Title of Films.	Shown By.	Stars.	Cert.
Thur., Feb. 9	8.30 p.m. ...	Cambridge ...	Topper Takes a Trip ; Petra ...	United Artists ...	Roland Young ...	—
Fri., .. 10	11 a.m. ...	Monseigneur, Leicester Square	Rough Riding Rhythm	Fidelity Dist. ...	Kermit Maynard ...	—
.. .. 10	11 a.m., 3 p.m. and 6.30 p.m.	Century Theatre	Five of a Kind	20th Century-Fox	Dionne Quins ...	—
Tues., .. 14	11 a.m. & 3 p.m.	Century Theatre	Inside Story	20th Century-Fox	Michael Whalen ...	—
.. .. 14	11 a.m. ...	Own Theatre ...	Pals of the Saddle	British Lion ...	John Wayne	—
.. .. 14	8.30 p.m. ...	Cambridge ...	Murder in Soho	A.B.P.C. ...	Jack La Rue	—
Wed., .. 15	10.30 a.m. ...	Own Theatre ...	Honour of the West ; Nautical Knights ; Going Places, No. 58 ; Little Blue Blackbirds.	General F.D. ...	Bob Baker	—
.. .. 15	11 a.m. ...	Own Theatre ...	Rhythm of the Saddle	British Lion ...	Gene Autry	—
.. .. 15	6.30 p.m. ...	Cambridge ...	Four Girls in White	M-G-M	Florence Rice ...	—
Thur., .. 16	2.50 p.m. ...	Berkeley ...	Joueur D'echecs	Unity Films ...	Conrad Veidt... ...	—
.. .. 16	3 p.m. ...	Cambridge ...	Exposed	General F.D. ...	———	—
.. .. 16	8.30 p.m. ...	Cambridge ...	Son of Frankenstein	General F.D. ...	———	—
Fri., .. 17	3 p.m. ...	Cambridge ...	Secrets of a Nurse	General F.D. ...	———	—
.. .. 17	6.30 p.m. ...	Cambridge ...	Honolulu	M-G-M	Eleanor Powell ...	—
Mon., .. 20	3 p.m. ...	Cambridge ...	Gambling Ship	General F.D. ...	———	—
Tues., .. 21	11 a.m. ...	Own Theatre ...	Santa Fe Stampede	British Lion ...	———	—
Wed., .. 22	11 a.m. ...	Own Theatre ...	Western Jamboree	British Lion ...	———	—

BELFAST

Wed., Feb. 15	10.45 a.m. ...	Ritz	Gunga Din	RKO-Radio ...	Victor McLaglen ...	U

BIRMINGHAM

Fri., Feb. 10	10.30 a.m. ...	West End ...	The Duke of West Point ...	United Artists ...	Louis Hayward ...	—
.. .. 10	10.45 a.m. ...	Scala	Wings of the Navy	First National ...	George Brent ...	U
.. .. 10	10.30 a.m. ...	Forum	I am a Criminal	Pathe	John Carroll	—
Tues., .. 14	10.30 a.m. ...	Paramount ...	Tom Sawyer, Detective	Paramount ...	Billy Cook	—
Wed., .. 15	10.30 a.m. ...	Futurist	Paramount Pictorial No. 3 ; Champion Airhoppers ; Sally Swing ; Mexico ; A Date to Skate ; Silver Millions ; On With the New ; Racing Canines.	Paramount ...	———	—
.. .. 15	10.45 a.m. ...	Scala	Torchy Gets Her Man	First National ...	Glenda Farrell ...	—

CARDIFF

Fri., Feb. 10	11 a.m. ...	Park Hall ...	Burn 'Em Up O'Connor	M-G-M	Dennis O'Keefe ...	—
Tues., .. 14	11 a.m. ...	Odeon	The Duke of West Point ...	United Artists ...	Louis Hayward ...	—
.. .. 14	11 a.m. ...	Olympia	I am a Criminal	Pathe	John Carroll	—
Thur., .. 16	11 a.m. ...	Capitol	Mutiny Ain't Nice ; The Playful Polar Bears ; Busse Rhythm ; Paramount Pictorial No. 3 ; Champion Airhoppers ; Sally Swing ; Mexico ; Silver Millions.	Paramount ...	———	—

GLASGOW

Fri., Feb. 10	10.45 a.m. ...	Paramount ...	Tom Sawyer, Detective	Paramount ...	Billy Cook	—
.. .. 10	11 a.m. ...	Regal	The Outsider	A.B.P.C. ...	George Sanders ...	—
Tues., .. 14	10.45 a.m. ...	Picture House ...	Gunga Din	RKO-Radio ...	Victor McLaglen ...	U
.. .. 14	10.45 a.m. ...	La Scala ...	Topper Takes a Trip	United Artists ...	Roland Young ...	—
Thur., .. 16	10.45 a.m. ...	Paramount ...	Wings of the Navy	First National ...	George Brent ...	U

LEEDS

Fri., Feb. 10	10.45 a.m. ...	Rialto	The Passing Show	British Fine Arts	———	—
.. .. 10	10.45 a.m. ...	Scala	The Duke of West Point ...	United Artists ...	Louis Hayward ...	—
.. .. 10	10.45 a.m. ...	Ritz	The Sisters	First National ...	Errol Flynn	A
Tues., .. 14	10.45 a.m. ...	Paramount ...	Tom Sawyer, Detective	Paramount ...	Billy Cook	—
.. .. 14	10.45 a.m. ...	Rialto	Maternity	British Screen Service.	Hella Muller	A
.. .. 14	10.45 a.m. ...	Ritz	The Outsider	A.B.P.C. ...	George Sanders ...	—
Wed., .. 15	10.45 a.m. ...	Paramount ...	Wings of the Navy	First National ...	George Brent ...	—
.. .. 15	11 a.m. ...	Ritz	The Crooked Way	Pathe	Anne Nagel	—
Thur., .. 16	10.45 a.m. ...	Scala	Gunga Din	RKO-Radio ...	Victor McLaglen ...	U
.. .. 16	10.45 a.m. ...	Paramount ...	Topper Takes a Trip	United Artists ...	Roland Young ...	—

LIVERPOOL

Thur., Feb. 9	11 a.m., 3 p.m., and 7.15 p.m.	Own Theatre ...	Kentucky	20th Century-Fox	Richard Greene ...	U
Fri., Feb. 10	10.45 a.m. ...	Paramount ...	Tom Sawyer, Detective	Paramount ...	Billy Cook	—
.. .. 10	10.45 a.m. ...	Trocadero ...	Gunga Din	RKO-Radio ...	Victor McLaglen ...	U
.. .. 10	11 a.m. ...	Forum	I am a Criminal	Pathe	John Carroll	—
Wed., .. 15	11 a.m. and 3 p.m.	Own Theatre ...	Five of a Kind	20th Century-Fox	Dionne Quins ...	—
Thur., .. 16	11 a.m. and 3 p.m.	Own Theatre ...	Inside Story	20th Century-Fox	Michael Whalen ...	—

MANCHESTER

Fri., Feb. 10	10.45 a.m. ...	Paramount ...	The Jeep ; The Lost Kitten ; Paramount Pictorial No. 12 ; Rube Goldberg's Travelgab ; Buzzy Boop ; Lights, Action, Lucas ; A Sporting Test ; Pudgy the Watchman!	Paramount ...	——— ...	—
.. .. 10	11 a.m. ...	Deansgate ...	Held for Murder	Ben C. Gibbs ...	Mary Carlisle ...	—
.. .. 10	10.45 a.m. ...	Oxford St. P.H....	Wings of the Navy	First National ...	George Brent ...	U
.. .. 10	11 a.m. ...	Grosvenor ...	Fistic Fun ; Pie a la Maid ; The Early Bird ; Not Guilty Enough; Community Sing No. 16 ; Sap Takes a Wrap; On the Slate.	Columbia ...	———	—
.. .. 10	11 a.m. ...	Gaumont ...	Kentucky	20th Century-Fox	Richard Greene ...	U
.. .. 10	11 a.m. ...	Theatre Royal ...	The Outsider	A.B.P.C. ...	George Sanders ...	—
Tues., .. 14	11 a.m. ...	Theatre Royal ...	The Vampire Bat	Ben C. Gibbs ...	Fay Wray	—
.. .. 14	11 a.m. ...	Deansgate	Five of a Kind	20th Century-Fox	Dionne Quins ...	—
Wed., .. 15	11 a.m. ...	Deansgate ...	Inside Story	20th Century-Fox	Michael Whalen ...	—
Thur., .. 16	10.45 a.m. ...	Paramount ...	Bulldozing the Bull ; Paramount Pictorial No. 4 ; Hunting Thrills ; Mildewed Melodramas ; Racing Pigeons ; Buzzy Boop at the Concert ; Busse Rhythm.	Paramount ...	———	—

NEWCASTLE

Fri., Feb. 10	10.45 a.m. ... 3 p.m. & 7 p.m.	Own Theatre ...	Kentucky	20th Century-Fox	Richard Greene ...	U
.. .. 10	10.45 a.m. ...	Essoldo	Blackwell's Island	First National ...	John Garfield ...	A
.. .. 10	10.45 a.m. ...	Haymarket ...	The Crooked Way	Pathe	Anne Nagel	—
Tues., .. 14	10.45 a.m. ...	Grainger P.H. ...	Yesterday's Hero	Pathe	Mickey Rooney ...	U
Wed., .. 15	10.45 a.m. ...	Queen's	Gunga Din	RKO-Radio ...	Victor McLaglen ...	—
.. .. 15	10.45 a.m. ...	Paramount ...	Topper Takes a Trip	United Artists ...	Roland Young ...	—

NOTTINGHAM

Fri., Feb. 10	11 a.m. ...	Elite	Me and My Pal	Pathe	Dave Willis	U
.. .. 10	10.45 a.m. ...	Ritz	Little Tough Guys in Society ...	General F.D. ...	Mischa Auer	A
Sun., .. 12	6.45 p.m. ...	Scala	The Sisters	First National ...	Errol Flynn	—
Tues., .. 14	10.45 a.m. ...	Elite	The Outsider	A.B.P.C. ...	George Sanders ...	U
Wed., .. 15	10.45 a.m. ...	Hippodrome ...	Gunga Din	RKO-Radio ...	Victor McLaglen ...	—

SHEFFIELD

Fri., Feb. 10	10.45 a.m. ...	Cinema House ...	Ambush	Paramount ...	Gladys Swarthout ...	A
.. .. 10	11 a.m. ...	Union St. P.H. ...	The Fifth Round	Pathe	Frankie Darro ...	U
Wed., .. 15	10.45 a.m. ...	Regent	Gunga Din	RKO-Radio ...	Victor McLaglen ...	U
.. .. 15	11 a.m. ...	Union St. P.H. ...	I am a Criminal	Pathe	John Carroll	—

TORQUAY

Sun., Feb. 12	3 p.m. ...	Regal	Gunga Din	RKO-Radio ...	Victor McLaglen ...	U

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